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ABSTRACT

This document contains vocational education program course standards (curriculum frameworks and student performance standards) for exploratory courses, practical arts courses, and job preparatory programs offered at the secondary and postsecondary level as part of the marketing education component of Florida's comprehensive vocational education program. Curriculum frameworks are provided for 28 programs/clusters: orientation to marketing occupations; exploration of marketing occupations; practical entrepreneurship skills; academy of entrepreneurship; academy of finance; academy of international marketing; academy of travel and tourism; business ownership; customer service technology; fashion marketing management; financial services; floral design and marketing; hospitality management; hospitality services; insurance management; marketing and sales cluster; marketing cooperative education; marketing education directed study; marketing management; materials processing and distribution; promotion management; real estate management; real estate marketing; retail food management; restaurant management; teller operations; travel agency operations; and travel industry management. Each curriculum framework includes some or all of the following: program title, occupational area, grade level, length, certification awarded; major concepts/content covered in the course; laboratory activities; special notes; and intended outcomes. (KC)

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VOCATIONAL EDUCATION PROGRAM COURSES STANDARDS

July 1997

Marketing Education

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VOCATIONAL EDUCATION

PROGRAM COURSES STANDARDS

MARKETING EDUCATION

July 1997

FLORIDA DEPARTMENT OF EDUCATION
Division of Applied Technology, Adult, and Community Education
Bureau of System Implementation and Technical Assistance
Tallahassee, Florida 32399-0400
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FOREWORD

Section 228.041 Florida defines vocational education as meaning that instruction not necessarily leading to a baccalaureate degree, either graded or upgraded, listed below:

1. Job/preparatory programs designed to provide students with the minimum competencies necessary for effective entry into an occupation;

2. Exploratory courses designed to give students initial exposure to the skills and aptitudes associated with a broad range of occupations in order to assist them in making informed decisions regarding their future academic and occupational goals;

3. Supplemental programs designed to enable persons who are or have been employed in an occupation to upgrade their competencies in order to reenter or maintain employment or advance within their current occupation;

4. Practical arts courses designed to teach students practical generic skills which, though applicable to some occupations, are not designed to prepare students for entry into a specific occupation; or

5. Instruction which integrates the basic academic skills and vocational skills.

This document contains vocational education program courses standards (curriculum frameworks and student performance standards) for exploratory courses, practical arts courses and job preparatory programs offered at the secondary or postsecondary level as a part of Florida's comprehensive vocational education program. Vocational education program courses standards are established pursuant to Section 239.205, Section 233.011, and Section 232.2454, Florida Statutes, for school districts and community colleges. State Board of Education Rule 6A-6.0571, Criteria for qualification of Special Vocational-Technical Education Program Courses, provides the basis for the development and dissemination of this document.

Each program course standard is composed of two parts: a curriculum framework and student performance standards. The curriculum framework includes four major sections: major concepts/content, laboratory activities, special notes, and intended outcomes. Student performance standards are listed for each intended outcome.

The standards do not prescribe how instruction should be delivered since decisions relative to the delivery of instruction must be made by school districts and community colleges within the context of local conditions. The Division of Applied Technology and Adult Education, Florida Department of Education, supports the belief that competency-based vocational education is the most effective means of providing programs and courses that conform to these established standards.

Program and course standards are based upon competencies required for entry, advancement, and upgrading in occupations in the vocational program areas of Agriculture, Business, Diversified, Health Occupations, Home Economics, Technology, Industrial, Marketing, and Public Service Education. Standards for courses designed for handicapped, disadvantaged, and other special needs persons are also provided. The standards are reviewed annually and revised as needed based upon changes in occupations utilizing input from professional associations, state technical committees, and other representatives of the private sector.

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INTRODUCTION

MARKETING EDUCATION

Marketing Education includes various combinations of subject matter and learning experiences related to the performance of activities that direct the flow of goods and services, including their appropriate utilization, from the producer to the consumer or user. These activities include selling and such sales-supporting functions as buying, transporting, storing, promoting, financing, marketing research, and management.

Marketing Education is comprised of programs of occupational instruction in the field of distribution and marketing. These programs are designed to prepare individuals to enter, or progress or improve competencies in marketing occupations. Emphasis is on the development of attitudes, skills and understandings related to marketing, merchandising, and management. Instruction is offered at the secondary, postsecondary, and adult educational levels and is structured to meet the requirements for gainful employment and entrepreneurship at specified occupational levels. Marketing occupations are found in such areas of economic activity as retail and wholesale trade, finance, insurance, real estate, services and service trade, manufacturing, transportation, utilities, and communications.

Reinforcement of basic skills in English, mathematics, and science appropriate for the job preparatory program is provided through vocational instruction and applied laboratory procedures/practices.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Orientation to Marketing Occupations
Occupational Area:	Marketing
	Secondary
Program Numbers	**8800110**
CIP Number	0208.99990R
Grade Level	6-9, 30, 31
Length	.5 credit
Certification	TEACH CDE @7 DIST ED @7 BUS ED 1 @2 @4 MKTG 1 @2

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this course is to acquaint students with general marketing activities, the importance of marketing in the economy, career opportunities, and job requirements in marketing occupations.

The content includes, but is not limited to, the functions of marketing in our economy, employment requirements for a variety of marketing careers, career development patterns, and the identification of vocational programs for achieving personal career goals.

II. **LABORATORY ACTIVITIES**: Laboratory activities are not required.

III. **SPECIAL NOTE**: None.

IV. **INTENDED OUTCOMES**: After successfully completing this course, the student will be able to:

01.0 Identify general marketing activities.
02.0 Identify career opportunities available in marketing.
03.0 Identify employment requirements for marketing careers.
04.0 Identify work values and goal-setting tools.
05.0 Identify programs instrumental in developing career choices.
06.0 Identify human relations skills that will enable students to succeed in their career goals.
07.0 Identify the advantages of DECA, An Association of Marketing Students.
08.0 Identify the foundation skills required in marketing careers.
09.0 Identify the functions of marketing.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Orientation To Marketing Occupations
Secondary Number: 8800110
Postsecondary Number:

01.0 IDENTIFY GENERAL MARKETING ACTIVITIES--The student will be able to:

01.01 Explain the role of marketing in the economy.
01.02 Identify selected marketing terms and their meanings.
01.03 Identify the major marketing activities.

02.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN MARKETING--The student will be able to:

02.01 Identify career opportunities which involve selling.
02.02 Identify career opportunities which involve purchasing.
02.03 Identify career opportunities which involve promotion.
02.04 Identify career opportunities which involve risk management.
02.05 Identify career opportunities which involve pricing.
02.06 Identify career opportunities which involve finance.
02.07 Identify career opportunities which involve marketing-information management.
02.08 Identify career opportunities which involve product/service planning.
02.09 Identify career opportunities which involve distribution.
02.10 Identify career opportunities at the entry, career sustaining, specialist, and manager/entrepreneur level for marketing.

03.0 IDENTIFY EMPLOYMENT REQUIREMENTS FOR MARKETING CAREERS--The student will be able to:

03.01 Identify employment requirements in jobs in the area of selling.
03.02 Identify employment requirements in jobs in the area of purchasing.
03.03 Identify employment requirements in jobs in the area of promotion.
03.04 Identify employment requirements in jobs in the area of risk management.
03.05 Identify employment requirements in jobs in the area of pricing.
03.06 Identify employment requirements in jobs in the area of finance.
03.07 Identify employment requirements in jobs in the area of marketing-information management.
03.08 Identify employment requirements in jobs in the area of product/service planning.
03.09 Identify employment requirements in jobs in the area of distribution.

03.10 Identify employment requirements at the entry, career sustaining, specialist, and manager/entrepreneur level for marketing.

04.0 IDENTIFY WORK VALUES AND GOAL-SETTING TOOLS--The student will be able to:

04.01 Explain how values are acquired and how they are changed.
04.02 Explain how work is affected by values.
04.03 Identify goal-setting tools including self-inventory and interest survey.

05.0 IDENTIFY PROGRAMS INSTRUMENTAL IN DEVELOPING CAREER CHOICES--The student will be able to:

05.01 Identify senior high school Marketing Education programs which are available to students who desire a career in marketing.
05.02 Identify college or vocational-technical programs which are available for high school graduates or school leavers desiring further education in marketing before entering the work force.

06.0 IDENTIFY HUMAN RELATIONS SKILLS THAT WILL ENABLE STUDENTS TO SUCCEED IN THEIR CAREER GOALS--The student will be able to:

06.01 Identify acceptable grooming and good health habits.
06.02 State the importance of dependability and responsible behavior.
06.03 State the importance of a positive attitude.
06.04 State the importance of getting along with co-workers, employers, and other business associates.

07.0 IDENTIFY THE ADVANTAGES OF DECA, AN ASSOCIATION OF MARKETING STUDENTS--The student will be able to:

07.01 Identify DECA and its role in marketing education.
07.02 Identify the purposes of DECA.
07.03 Identify the advantages of student involvement in DECA.
07.04 Identify the leadership opportunities through DECA.
07.05 Identify the competitive event opportunities through DECA.
07.06 Identify local secondary and post-secondary DECA chapters.

08.0 IDENTIFY THE FOUNDATION SKILLS REQUIRED IN MARKETING CAREERS--The student will be able to:

08.01 Identify the economic foundation skills in marketing.
08.02 Identify the marketing and business foundation skills.
08.03 Identify the human resource foundation skills.

09.0 IDENTIFY THE FUNCTIONS OF MARKETING--The student will be able to:

09.01 Identify the role of risk management.
09.02 Identify the role of selling.
09.03 Identify the role of promotion.
09.04 Identify the role of pricing.
09.05 Identify the role of purchasing.

09.06 Identify the role of marketing-information management.
09.07 Identify the role of product/service planning.
09.08 Identify the role of distribution.
09.09 Identify the role of financing.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Exploration Of Marketing Occupations
Occupational Area:	Marketing
	Secondary
Program Numbers	**8800210**
CIP Number	0208.9999EX
Grade Level	6-9, 30, 31
Length	.5 credit
Certification	TEACH CDE @7 DIST ED @7 BUS ED 1 @2 @4 MKTG 1 @2

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this course is to give students initial exposure to the skills and attitudes associated with a broad range of occupations relating to careers in marketing, including job requirements and tasks performed, to assist students in making informed decisions regarding their future academic and occupational goals.

Instruction provides opportunities for students to explore employment opportunities and requirements, job application procedures, tasks performed by workers, as well as leadership and human relations skills in sales and marketing occupations including those that retail or market products, services, and process/manage or distribute materials.

II. **LABORATORY ACTIVITIES**: Laboratory activities are a part of this course. Students are exposed to as much merchandising equipment as possible and have access to computers to develop computer literacy.

III. **SPECIAL NOTE**: Marketing Education vocational student organization activities are appropriate for providing leadership training experiences and for reinforcing civic consciousness, social intelligence, and vocational understanding. When provided, these activities should be in-school activities and considered an integral part of this instructional course.

IV. **INTENDED OUTCOMES**: After successfully completing this course, the student will be able to:

01.0 Identify the basic economic environment in marketing.
02.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter product merchandising related occupations; e.g., fashion, retailing, food marketing, home furnishings, sporting goods, parts marketing, specialty products, business ownership, and others.
03.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter materials processing and distribution occupations.

04.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter marketing services occupations, e.g., food service, hospitality, travel and tourism, finance, international marketing, insurance, real estate, entrepreneurship, and others.

05.0 Identify procedures involved in choosing, applying for, keeping, and progressing in marketing occupations.

06.0 Explain the impact of computer technology on marketing occupations.

07.0 Demonstrate computer literacy.

08.0 Develop individualized career and education plans related to marketing occupational goals.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Exploration Of Marketing Occupations
Secondary Number: 8800210
Postsecondary Number:

01.0 IDENTIFY THE BASIC ECONOMIC ENVIRONMENT IN MARKETING--The student will be able to:

01.01 Explain private enterprise.
01.02 Explain profit motive.
01.03 Identify the relationships between people's wants and needs and marketing activities.

02.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER PRODUCT MERCHANDISING RELATED OCCUPATIONS; e.g., fashion, retailing, food marketing, home furnishings, sporting goods, parts marketing, specialty products, business ownership, and others--The student will be able to:

02.01 Identify product merchandising related occupations; e.g., fashion, retailing, food marketing, home furnishings, sporting goods, parts marketing, specialty products, wholesaling, business ownership, and others.
02.02 Identify the basic tasks performed by each occupation.
02.03 Identify employment opportunities for each occupation.
02.04 State the educational requirements to prepare a student for entry-level employment in product merchandising occupations.
02.05 Identify educational programs available in the state for advanced training in product merchandising related occupations in secondary through post-secondary education.

03.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER MATERIALS PROCESSING AND DISTRIBUTION OCCUPATIONS--The student will be able to:

03.01 Identify materials processing and distribution, i.e. warehousing and wholesaling occupations.
03.02 Identify the basic tasks performed by each occupation.
03.03 Identify employment opportunities for each occupation.
03.04 State the educational requirements to prepare a student for entry-level employment in wholesaling occupations.
03.05 Identify educational programs available in the state for advanced training in materials processing and distribution related occupations in secondary through post-secondary education.

04.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER MARKETING SERVICES OCCUPATIONS; e.g., food service, hospitality, travel and tourism, finance, international marketing insurance, real estate, entrepreneurship, and others--The student will be able to:

04.01 Identify marketing services occupations e.g., food service, hospitality, travel and tourism, finance, international marketing, insurance, real estate, entrepreneurship, and others.
04.02 Identify the basic tasks performed by each occupation.
04.03 Identify employment opportunities for each occupation.
04.04 State the educational requirements to prepare students for entry-level employment in marketing services occupations.
04.05 Identify educational programs available in the state for advanced training in specific marketing services related occupations in secondary through post-secondary education.

05.0 IDENTIFY PROCEDURES INVOLVED IN CHOOSING, APPLYING FOR, KEEPING, AND PROGRESSING IN MARKETING OCCUPATIONS--The student will be able to:

05.01 Identify the tasks involved in choosing a marketing occupation; e.g., self-inventory, interest survey, research, and aptitude test batteries.
05.02 State the steps in applying for a job.
05.03 Complete a sample job application form.
05.04 Demonstrate the necessary communications skills involved in a job interview.
05.05 Identify those characteristics that help people obtain, hold, and progress on their jobs in marketing occupations.
05.06 Develop an individual career plan including a four or six year plan for advanced training in a marketing career.

06.0 EXPLAIN THE IMPACT OF COMPUTER TECHNOLOGY ON MARKETING OCCUPATIONS--The student will be able to:

06.01 Explain how computer usage has changed the way retailing businesses operate.
06.02 Explain how computer usage has changed the way wholesaling businesses operate.
06.03 Explain how computer usage has changed the way marketing services businesses operate.

07.0 DEMONSTRATE COMPUTER LITERACY--The student will be able to:

07.01 Define computer related terms; e.g., computer, data input, output, hardware, software, language, processing, memory, program, terminal, peripheral devices, keyboard characters and control.
07.02 Operate a computer by performing basic procedures; e.g.,
    a) turn the equipment on and off
    b) load the program
    c) run and use a program
    d) store a program
    e) display a program
    f) enter and execute a simple program
07.03 Identify the advantages and disadvantages in the use of different computers.
07.04 State the general uses of the computer.

07.05 Identify the safety precautions that must be observed in using computer equipment.
07.06 Use the computer to explore selected occupations.

08.0 DEVELOP INDIVIDUALIZED CAREER AND EDUCATION PLANS RELATED TO MARKETING OCCUPATIONAL GOALS--The student will be able to:

08.01 Complete self assessments and career analysis activities to determine potential success in marketing career fields.
08.02 Research a marketing related career of interest to the student.
08.03 Identify career opportunities and educational requirements for advancement in a marketing career field.
08.04 Project the career level and earnings required for student to obtain a preferred standard of living.
08.05 Apply career information to the development of an individualized career plan.
08.06 Apply career information related to educational requirements in the development of an individualized education plan in selecting courses for advancement to secondary, postsecondary, and college programs.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Practical Entrepreneurship Skills
Occupational Area:	Marketing
	Secondary
Program Numbers	**8800310**
CIP Number	0208.0301PA
Grade Level	9-12, 30, 31
Length	.5 credit
Certification	RETAILING @7 G DIST ED @7 TEACH CDE @7 MKTG 1 @2 MKTG MGMT @7 G WHOLESAL @7 G

MAJOR CONCEPTS/CONTENT: The purpose of this course is to introduce students to the concept of entrepreneurship and to develop an awareness of basic business and economic principles necessary for the potential entrepreneur. The course will also give students an opportunity to evaluate their potential as entrepreneurs.

II. **LABORATORY ACTIVITIES**: None.

III. **SPECIAL NOTE**: DECA, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

IV. **INTENDED OUTCOMES**: After successfully completing this course, the student will be able to:

01.0 Explain the concept and importance of entrepreneurship.
02.0 Contrast the advantages and disadvantages of becoming an entrepreneur.
03.0 Describe the five major fields of business activity that are available for the potential entrepreneur.
04.0 Compare the three methods of becoming an entrepreneur.
05.0 Compare the legal forms of business ownership.
06.0 Demonstrate an understanding of basic economic principles that affect the operation of a small business.
07.0 Evaluate their potential as an entrepreneur.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Practical Entrepreneurship Skills
Secondary Number: 8800310
Postsecondary Number:

01.0 EXPLAIN THE CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:

01.01 Define "entrepreneurship."
01.02 Define "entrepreneurs."
01.03 Discuss the importance of entrepreneurship to the American economy.

02.0 CONTRAST THE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:

02.01 Describe the advantages of ownership of a small business.
02.02 Describe the disadvantages of ownership of a small business.
02.03 Identify the risks involved in ownership of a small business.
02.04 List the major factors involved in the failure of a small business.

03.0 DESCRIBE THE FIVE MAJOR FIELDS OF BUSINESS ACTIVITY THAT ARE AVAILABLE FOR THE POTENTIAL ENTREPRENEUR--The student will be able to:

03.01 Define and give examples of "extractive enterprises."
03.02 Define and give examples of "manufacturing businesses."
03.03 Define and give examples of "wholesalers."
03.04 Define and give examples of "retailers."
03.05 Define and give examples of "services businesses."

04.0 COMPARE THE THREE METHODS OF BECOMING AN ENTREPRENEUR--The student will be able to:

04.01 List the advantages and disadvantages of buying an existing business.
04.02 List the advantages and disadvantages of starting a business from scratch.
04.03 Define "franchise."
04.04 Define "franchisor."
04.05 Define "franchisee."
04.06 List the advantages and disadvantages of buying a franchise.

05.0 COMPARE THE LEGAL FORMS OF BUSINESS OWNERSHIP--The student will be able to:

05.01 Define "sole proprietorship."
05.02 List the advantages and disadvantages of a sole proprietorship.
05.03 Define "partnership."
05.04 List the advantages and disadvantages of a partnership.
05.05 Define "corporation."

05.06 List the advantages and disadvantages of a corporation.

06.0 DEMONSTRATE AN UNDERSTANDING OF BASIC ECONOMIC PRINCIPLES THAT AFFECT THE OPERATION OF A SMALL BUSINESS--The student will be able to:

06.01 Define "supply and demand."
06.02 Describe the interactions between supply and demand.
06.03 Define "competition."
06.04 Identify the effects of competition on a small business.
06.05 Define "profit."

07.0 EVALUATE THEIR POTENTIAL AS AN ENTREPRENEUR--The student will be able to:

07.01 Identify the necessary personal qualities of the successful entrepreneur.
07.02 Identify the business/management skills needed to operate a small business efficiently and effectively.
07.03 Outline the educational experiences and/or occupational training needed by a student interested in becoming an entrepreneur.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Academy Of Entrepreneurship	
Occupational Area:	Marketing	
	Secondary	PSAV
Program Numbers	**8812100**	**M803010**
CIP Number	0208.030100	0208.030100
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	450 hours
Certification	DIST ED @7 BUS ED 1 @2 @4 TEACH CDE @7 MKTG 1 @2 VOE @7 TEACH CBE @7 RETAILING @7 G MKTG MGMT @7 G WHOLESAL @7 G	RETAILING @7 G MKTG MGMT @7 G WHOLESAL @7 G DIST ED @7 TEACH CDE @7 MKTG 1 @2 TEACH CBE @7 BUS ED 1 @2 @4 VOE @7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to introduce students to the concept of entrepreneurship, present entrepreneurship as a viable career option, provide students with the skills needed to realistically evaluate their potential as a business owner and develop the fundamental knowledge and skills necessary to start and operate their own business.

Listed below are the courses that comprise this program:

8812110 - Principles of Entrepreneurship
8215110 - Business Management and Law
8812000 - Business Ownership

II. **LABORATORY ACTIVITIES:** Simulated business planning and operation of a simulated business are an important part of the instruction of this program.

III. **SPECIAL NOTE:** DECA, An Association of Marketing Students (secondary), and Delta Epsilon Chi, An Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part fo the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

When the cooperative method of instruction is used, steps should be taken to ensure that each student in the Academy of Entrepreneurship program receives on-the-job experiences designed to develop entrepreneurial and management level competencies. The intent is to provide opportunities for the student to be exposed to management level decision making by participating in the process as much as possible. The cooperative development of the student training plan to include entrepreneurial tasks is essential to assure the success of the student in the accomplishment of the objectives of the program.

If this program is offered for 450 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program must have been reviewed, and a "transfer value" assigned to the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 450 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01.0 Discuss the role of the entrepreneur in the United States.
02.0 Discuss entrepreneurship as a career.
03.0 Discuss the importance of business ethics.
04.0 Identify strategies and methods for generating ideas for new businesses.
05.0 Explain the concepts and importance of market research.
06.0 Outline the steps in planning a new business.
07.0 Demonstrate knowledge of the principles of marketing.
08.0 Demonstrate knowledge of the principles of financing.
09.0 Demonstrate knowledge of the principles of management of human resources.
10.0 Identify the types and sources of government regulation and taxation that may affect a business.
11.0 Perform mathematical computations.
12.0 Perform communication activities.
13.0 Develop human relations skills
14.0 Perform job application activities.
15.0 Demonstrate a knowledge of information processing concepts.
16.0 Demonstrate knowledge of the American enterprise system.
17.0 Demonstrate knowledge of business management skills.
18.0 Demonstrate knowledge of business law.
19.0 Demonstrate an understanding of entrepreneurship.
20.0 Explain the concept and importance of entrepreneurship.

21.0 Determine the advantages and disadvantages of becoming an entrepreneur.
22.0 Evaluate their potential as entrepreneurs.
23.0 List the components of a business plan and understand how such a plan contributes to small business success.
24.0 Identify the factors that should be considered in determining the location of a business.
25.0 Develop a marketing strategy for a small business.
26.0 Develop a financial plan for a small business.
27.0 Determine how to obtain financing and select the type of ownership for a business.
28.0 Exhibit the knowledge of how to market a product/ service.
29.0 Explain the role of management the entrepreneur must assume in the operation of a small business.
30.0 Plan, develop, and operate a simulated business.
31.0 Operate computers utilizing software appropriate to marketing.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Academy Of Entrepreneurship
Secondary Number: 8812100
Postsecondary Number: M803010

01.0 DISCUSS THE ROLE OF THE ENTREPRENEUR IN THE UNITED STATES--The student will be able to:

01.01 Define "entrepreneurship."
01.02 Discuss the history of trade.
01.03 Identify early entrepreneurs who contributed to the economic growth of the United States.
01.04 Identify modern examples of entrepreneurs who have contributed to the economic growth of the United States.
01.05 Identify the contributions of entrepreneurs to the economic growth of the United States.
01.06 Discuss the future prospects for entrepreneurship.

02.0 DISCUSS ENTREPRENEURSHIP AS A CAREER--The student will be able to:

02.01 Discuss the advantages and disadvantages of working for yourself.
02.02 Identify the characteristics common to successful entrepreneurs.
02.03 Identify the education and skills recommended for entrepreneurs.
02.04 Compare and contrast the major ways of going into business for yourself.

03.0 DISCUSS THE IMPORTANCE OF BUSINESS ETHICS--The student will be able to:

03.01 Define "business ethics."
03.02 Identify examples of good business ethics.
03.03 Identify examples of poor business ethics.
03.04 Discuss the role of the entrepreneur in promoting good business ethics.

04.0 IDENTIFY STRATEGIES AND METHODS FOR GENERATING IDEAS FOR NEW BUSINESSES--The student will be able to:

04.01 Describe sources of new enterprise ideas.
04.02 Explain formal and informal surveys.
04.03 Discuss how brainstorming and observations can be used to develop new enterprise ideas.

05.0 EXPLAIN THE CONCEPTS AND IMPORTANCE OF MARKET RESEARCH--The student will be able to:

05.01 Define "market research."
05.02 Define "market" and "market segmentation."
05.03 Discuss the importance of market segmentation.
05.04 Discuss the importance of identifying the target market.
05.05 Define "sales forecasting."
05.06 Describe how a sales forecast is prepared.
05.07 Identify other methods of market research.

06.0 OUTLINE THE STEPS IN PLANNING A NEW BUSINESS--The student will be able to:

06.01 Discuss the importance of "defining" a prospective business.
06.02 Discuss the importance of determining what products and services will be offered by the business.
06.03 Explain the importance of a business' image and the factors that influence a business image.
06.04 Discuss the legal forms of business ownership.
06.05 Discuss the organization of a business and tasks to be performed.
06.06 Develop an organizational chart for a business.
06.07 Identify sources of assistance when planning a business.

07.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF MARKETING--The student will be able to:

07.01 Define "marketing."
07.02 Distinguish between consumer products and services and industrial products and services.
07.03 Describe the channels of distribution.
07.04 Explain methods of pricing products and services.
07.05 Discuss methods of promoting products and services.

08.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF FINANCING--The student will be able to:

08.01 Identify start-up costs for a new business.
08.02 Identify sources of funds.
08.03 Describe differences between short-term and long-term capital needs.
08.04 Identify circumstances that could require additional financing.
08.05 Outline steps in applying for a loan.

09.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF MANAGEMENT OF HUMAN RESOURCES--The student will be able to:

09.01 Identify characteristics of effective leaders.
09.02 Compare different types of leadership styles.
09.03 Discuss strategies for dealing with conflict.
09.04 Identify procedures in recruiting employees.
09.05 Compare methods utilized in training employees.
09.06 Discuss reasons for promoting and transferring employees.
09.07 Calculate the labor turnover rate for a business.
09.08 Compare the various types of wage and salary plans.
09.09 Describe the most common kinds of fringe benefits.
09.10 Discuss the nature of labor unions in the United States.
09.11 Describe the objectives and tactics of labor unions and discuss appropriate reactions by management.

10.0 IDENTIFY THE TYPES AND SOURCES OF GOVERNMENT REGULATION AND TAXATION THAT MAY AFFECT A BUSINESS--The student will be able to:

10.01 Discuss the role of the government in the operation of a business in the United States.
10.02 Identify major state laws affecting the operation of a business.
10.03 Identify major federal laws affecting the operation of a business.
10.04 Explain major provisions of the Occupational Safety and Health Act and the Social Security Act.
10.05 Discuss equal employment opportunity legislation and affirmative action programs.

11.0 PERFORM MATHEMATICAL COMPUTATIONS--The student will be able to:

11.01 Determine whether sufficient, insufficient, or extraneous information is given for solving a problem.
11.02 Solve problems involving comparison shopping.
11.03 Interpret line graphs, circle graphs, bar graphs, and tables.

12.0 PERFORM COMMUNICATION ACTIVITIES--The student will be able to:

12.01 Compose and key simple business letters (including a letter recommendation).
12.02 Research and write a business report.
12.03 Participate in group discussion activities.
12.04 Participate in a group discussion as a leader.
12.05 Obtain appropriate information from pictures, maps or signs.
12.06 Find specific information in written materials.
12.07 Prepare, outline, and deliver a short speech.

13.0 DEVELOP HUMAN RELATIONS SKILLS--The student will be able to:

13.01 Indentify business ethics.
13.02 Identify traits that promote good human relations and increase job performance.

14.0 PERFORM JOB APPLICATION ACTIVITIES--The student will be able to:

14.01 Classify behaviors considered to be appropriate or inappropriate in a job interview situation.
14.02 Compose and key a updated letter of application and a resume.
14.03 Conduct in a job interview.
14.04 Review and evaluate applicant's preemployment forms, letter of application, resume, and letters of recommendation.

15.0 DEMONSTRATE A KNOWLEDGE OF INFORMATION PROCESSING CONCEPTS--The student will be able to:

15.01 Identify terms commonly used in information processing.
15.02 Identify electronic business system, equipment components, and media.
15.03 Sequence and define the six steps of a processing cycle.
15.04 Interpret operations of a flowchart of a simulated business job.
15.05 Check printout for error; correct and resubmit.

16.0 DEMONSTRATE KNOWLEDGE OF THE AMERICAN ENTERPRISE SYSTEM--The student will be able to:

16.01 Identify characteristics of the American enterprise system.
16.02 Define the economic cycle.
16.03 Illustrate the basic economic questions facing any society.
16.04 Determine the results of a change in demand or a change in supply.
16.05 List factors which contribute to economic growth.
16.06 Identify characteristics of different types of business ownership.
16.07 Identify basic types of consumer credit.

17.0 DEMONSTRATE KNOWLEDGE OF BUSINESS MANAGEMENT SKILLS--The student will be able to:

17.01 Choose appropriate action in a situation requiring application of business management techniques.
17.02 Identify the major functions of management.
17.03 List the characteristics of effective leaders/ managers.
17.04 List the steps in problem solving.

18.0 DEMONSTRATE KNOWLEDGE OF BUSINESS LAW--The student will be able to:

18.01 Classify contracts as legal or illegal.
18.02 Select elements of an enforceable contract from a case situation.
18.03 Classify contracts which fall within the statute of frauds.
18.04 Identify basic kinds of commercial paper.
18.05 Identify requirements of negotiability.

19.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

19.01 Define entrepreneurship.
19.02 Describe the importance of entrepreneurship to the American economy.
19.03 List the advantages and disadvantages of business ownership.
19.04 Identify the risks involved in ownership of a business.
19.05 Identify the necessary personal characteristics of a successful entrepreneur.
19.06 Identify the business skills needed to operate a small business efficiently and effectively.

20.0 EXPLAIN THE CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Define "entrepreneurs."
20.03 Discuss the importance of entrepreneurship to the American economy.

21.0 DETERMINE THE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:

21.01 List the advantages of ownership of a small business.
21.02 List the disadvantages of ownership of a small business.
21.03 Identify the risks involved in ownership of a small business.

22.0 EVALUATE THEIR POTENTIAL AS ENTREPRENEURS--The student will be able to:

22.01 Identify the necessary personal qualities of the successful entrepreneur.
22.02 Identify the business/management skills needed to operate a small business efficiently and effectively.

23.0 LIST THE COMPONENTS OF A BUSINESS PLAN AND UNDERSTAND HOW SUCH A PLAN CONTRIBUTES TO SMALL BUSINESS SUCCESS--The student will be able to:

23.01 Identify the components of a business plan.
23.02 Discuss the importance of a business plan.
23.03 Complete a business plan worksheet.

24.0 IDENTIFY THE FACTORS THAT SHOULD BE CONSIDERED IN DETERMINING THE LOCATION OF A BUSINESS--The student will be able to:

24.01 Discuss the factors to be considered when selecting the city or

town.
24.02 Discuss the factors to be considered when choosing an area of the city or town.
24.03 Discuss the factors to be considered when pinpointing a specific site.
24.04 Discuss the factors to be considered when evaluating a specific building.

25.0 DEVELOP A MARKETING STRATEGY FOR A SMALL BUSINESS--The student will be able to:

25.01 Define and develop a "customer profile."
25.02 Explain the importance of "store image."
25.03 Explain the importance of determining a "price line."
25.04 Explain the importance of determining a "product policy."
25.05 Explain the importance of determining a "customer service policy."
25.06 Develop a marketing plan for a simulated business.

26.0 DEVELOP A FINANCIAL PLAN FOR A SMALL BUSINESS--The student will be able to:

26.01 Define "capital" and estimate the dollar amount needed to open a business.
26.02 Project monthly and annual business income for the first year of operation.
26.03 Estimate annual and monthly cash flow for the first year of operation.
26.04 Calculate the sales volume required for the first year of operation.
26.05 Prepare a statement of opening assets, liabilities, and net worth for your business.
26.06 Prepare a cash flow projection for a simulated business.

27.0 DETERMINE HOW TO OBTAIN FINANCING AND SELECT THE TYPE OF OWNERSHIP FOR A BUSINESS--The student will be able to:

27.01 Identify sources of funds.
27.02 Prepare a loan application.
27.03 Identify the types of business ownership.
27.04 Identify the features of each type of business ownership.

28.0 EXHIBIT THE KNOWLEDGE OF HOW TO MARKET A PRODUCT/SERVICE--The student will be able to:

28.01 Define the concept of sales promotion.
28.02 Compare the major methods of sales promotion used by small businesses.
28.03 Discuss the role of advertising in a small business.
28.04 Discuss the role of selling in a small business.
28.05 Justify the importance of a public relations program for a small business.
28.06 Plan the marketing strategy for a simulated business.

29.0 EXPLAIN THE ROLE OF MANAGEMENT THE ENTREPRENEUR MUST ASSUME IN THE OPERATION OF A SMALL BUSINESS--The student will be able to:

29.01 Define and explain the "functions of management."
29.02 Define "organizational chart" and explain its importance.
29.03 Discuss the steps in the hiring of employees.
29.04 Discuss the various aspects of supervision of employees.

29.05 Define "control" and explain its importance in operating a business.
29.06 Discuss the relationship of government (federal, state and local) to a small business and give examples of regulations that affect a small business.
29.07 Explain the various types of taxes that affect a small business.
29.08 Identify sources of technical assistance for the small business owner.

30.0 PLAN, DEVELOP, AND OPERATE A SIMULATED BUSINESS--The student will be able to:

30.01 Select a business venture.
30.02 Develop a business plan.
30.03 Describe the way the business will operate.

31.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

31.01 Demonstrate data entry procedures.
31.02 Demonstrate merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
31.03 Demonstrate marketing spreadsheet data entry and output procedures.
31.04 Demonstrate marketing spreadsheet data decision making skills.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8812110
Course Title: Principles of Entrepreneurship
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction in the basic principles of entrepreneurship including the role of the entrepreneur, entrepreneurship as a career, business ethics and the principles of marketing, financing, and managing a business.

01.0 DISCUSS THE ROLE OF THE ENTREPRENEUR IN THE UNITED STATES--The student will be able to:

- 01.01 Define "entrepreneurship."
- 01.02 Discuss the history of trade.
- 01.03 Identify early entrepreneurs who contributed to the economic growth of the United States.
- 01.04 Identify modern examples of entrepreneurs who have contributed to the economic growth of the United States.
- 01.05 Identify the contributions of entrepreneurs to the economic growth of the United States.
- 01.06 Discuss the future prospects for entrepreneurship.

02.0 DISCUSS ENTREPRENEURSHIP AS A CAREER--The student will be able to:

- 02.01 Discuss the advantages and disadvantages of working for yourself.
- 02.02 Identify the characteristics common to successful entrepreneurs.
- 02.03 Identify the education and skills recommended for entrepreneurs.
- 02.04 Compare and contrast the major ways of going into business for yourself.

03.0 DISCUSS THE IMPORTANCE OF BUSINESS ETHICS--The student will be able to:

- 03.01 Define "business ethics."
- 03.02 Identify examples of good business ethics.
- 03.03 Identify examples of poor business ethics.
- 03.04 Discuss the role of the entrepreneur in promoting good business ethics.

04.0 IDENTIFY STRATEGIES AND METHODS FOR GENERATING IDEAS FOR NEW BUSINESSES--The student will be able to:

- 04.01 Describe sources of new enterprise ideas.
- 04.02 Explain formal and informal surveys.
- 04.03 Discuss how brainstorming and observations can be used to develop new enterprise ideas.

05.0 EXPLAIN THE CONCEPTS AND IMPORTANCE OF MARKET RESEARCH--The student will be able to:

- 05.01 Define "market research."
- 05.02 Define "market and market segmentation."
- 05.03 Discuss the importance of market segmentation.

05.04 Discuss the importance of identifying the target market.
05.05 Define "sales forecasting."
05.06 Describe how a sales forecast is prepared.
05.07 Identify other methods of market research.

06.0 OUTLINE THE STEPS IN PLANNING A NEW BUSINESS--The student will be able to:

06.01 Discuss the importance of "defining" a prospective business.
06.02 Discuss the importance of determining what products and services will be offered by the business.
06.03 Explain the importance of a business' image and the factors that influence a business image.
06.04 Discuss the legal forms of business ownership.
06.05 Discuss the organization of a business and tasks to be performed.
06.06 Develop an organizational chart for a business.
06.07 Identify sources of assistance when planning a business.

07.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF MARKETING--The student will be able to:

07.01 Define "marketing."
07.02 Distinguish between consumer products and services and industrial products and services.
07.03 Describe the channels of distribution.
07.04 Explain methods of pricing products and services.
07.05 Discuss methods of promoting products and services.

08.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF FINANCING--The student will be able to:

08.01 Identify start-up costs for a new business.
08.02 Identify sources of funds.
08.03 Describe differences between short-term and long-term capital needs.
08.04 Identify circumstances that could require additional financing.
08.05 Outline steps in applying for a loan.

09.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF MANAGEMENT OF HUMAN RESOURCES--The student will be able to:

09.01 Identify characteristics of effective leaders.
09.02 Compare different types of leadership styles.
09.03 Discuss strategies for dealing with conflict.
09.04 Identify procedures in recruiting employees.
09.05 Compare methods utilized in training employees.
09.06 Discuss reasons for promoting and transferring employees.
09.07 Calculate the labor turnover rate for a business.
09.08 Compare the various types of wage and salary plans.
09.09 Describe the most common kinds of fringe benefits.
09.10 Discuss the nature of labor unions in the United States.
09.11 Describe the objectives and tactics of labor unions and discuss appropriate reactions by management.

10.0 IDENTIFY THE TYPES AND SOURCES OF GOVERNMENT REGULATION AND TAXATION THAT MAY AFFECT A BUSINESS--The student will be able to:

10.01 Discuss the role of the government in the operation of a business in the United States.

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10.02 Identify major state laws affecting the operation of a business.

10.03 Identify major federal laws affecting the operation of a business.

10.04 Explain major provisions of the Occupational Safety and Health Act and the Social Security Act.

10.05 Discuss equal employment opportunity legislation and affirmative action programs.

Program: 8812100 Academy of Entrepreneurship

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8215110
Course Title: Business Management and Law
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide an introduction to business management techniques. Topics include human relations, decision making, communication techniques, business law concepts, and characteristics of the American enterprise system.

11.0 PERFORM MATHEMATICAL COMPUTATIONS--The student will be able to:

- 11.01 Determine whether sufficient, insufficient, or extraneous information is given for solving a problem.
- 11.02 Solve problems involving comparison shopping.
- 11.03 Interpret line graphs, circle graphs, bar graphs, and tables.

12.0 PERFORM COMMUNICATION ACTIVITIES--The student will be able to:

- 12.01 Compose and key simple business letters including a letter of recommendation).
- 12.02 Research and write a business report.
- 12.03 Participate in group discussion activities.
- 12.04 Participate in a group discussion as a leader.
- 12.05 Obtain appropriate information from pictures, maps or signs.
- 12.06 Find specific information in written materials.
- 12.07 Prepare, outline, and deliver a short speech.

13.0 DEVELOP HUMAN RELATIONS SKILLS--The student will be able to:

- 13.01 Identify business ethics.
- 13.02 Identify traits that promote good human relations and increase job performance.

14.0 PERFORM JOB APPLICATION ACTIVITIES--The student will be able to:

- 14.01 Classify behaviors considered to be appropriate or inappropriate in a job interview situation.
- 14.02 Compose and key a letter of application and a resume.
- 14.03 Conduct in a job interview.
- 14.04 Review and evaluate applicant's preemployment forms, letter of application, resume, and letters of recommendation.

15.0 DEMONSTRATE A KNOWLEDGE OF INFORMATION PROCESSING CONCEPTS--The student will be able to:

- 15.01 Identify terms commonly used in information processing.
- 15.02 Identify electronic business systems, equipment components, and media.
- 15.03 Sequence and define the six steps of a processing cycle.
- 15.04 Interpret operations of a flowchart oi a simulated business job.
- 15.05 Check printout for error; correct and resubmit.

16.0 DEMONSTRATE KNOWLEDGE OF THE AMERICAN ENTERPRISE SYSTEM--The student will be able to:

16.01 Identify characteristics of the American enterprise system.
16.02 Define the economic cycle.
16.03 Illustrate the basic economic questions facing any society.
16.04 Determine the results of a change in demand or a change in supply.
16.05 List factors which contribute to economic growth.
16.06 Identify characteristics of different types of business ownership.
16.07 Identify basic types of consumer credit.

17.0 DEMONSTRATE KNOWLEDGE OF BUSINESS MANAGEMENT SKILLS--The student will be able to:

17.01 Choose appropriate action in a situation requiring application of business management techniques.
17.02 Define management.
17.03 Identify the major functions of management.
17.04 List the characteristics of effective leaders/managers.
17.05 List the steps in problem solving.

18.0 DEMONSTRATE KNOWLEDGE OF BUSINESS LAW--The student will be able to:

18.01 Classify contracts as legal or illegal.
18.02 Select elements of an enforceable contract from a case situation.
18.03 Classify contracts which fall within the statute of frauds.
18.04 Identify basic kinds of commercial paper.
18.05 Identify requirements of negotiability.

19.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

19.01 Define entrepreneurship.
19.02 Describe the importance of entrepreneurship to the American economy.
19.03 List the advantages and disadvantages of business ownership.
19.04 Identify the risks involved in ownership of a business.
19.05 Identify the necessary personal characteristics of a successful entrepreneur.
19.06 Identify the business skills needed to operate a small business efficiently and effectively.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8812000
Course Title: Business Ownership
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to prepare students for employment as entrepreneurs, introduce students to the concept of entrepreneurship, present entrepreneurship as a career path that is worthy of consideration, provide students with the skills needed to realistically evaluate their potential as a business owner and develop the fundamental knowledge and skills necessary to start and operate their own business.

20.0 EXPLAIN THE CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Define "entrepreneurs."
20.03 Discuss the importance of entrepreneurship to the American economy.

21.0 DETERMINE THE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:

21.01 List the advantages of ownership of a small business.
21.02 List the disadvantages of ownership of a small business.
21.03 Identify the risks involved in ownership of a small business.

22.0 EVALUATE THEIR POTENTIAL AS ENTREPRENEURS--The student will be able to:

22.01 Identify the necessary personal qualities of the successful entrepreneur.
22.02 Identify the business/management skills needed to operate a small business efficiently and effectively.

23.0 LIST THE COMPONENTS OF A BUSINESS PLAN AND UNDERSTAND HOW SUCH A PLAN CONTRIBUTES TO SMALL BUSINESS SUCCESS--The student will be able to:

23.01 Identify the components of a business plan.
23.02 Discuss the importance of a business plan.
23.03 Complete a business plan worksheet.

24.0 IDENTIFY THE FACTORS THAT SHOULD BE CONSIDERED IN DETERMINING THE LOCATION OF A BUSINESS--The student will be able to:

24.01 Discuss the factors to be considered when selecting the city or town.
24.02 Discuss the factors to be considered when choosing an area of the city or town.
24.03 Discuss the factors to be considered when pinpointing a specific site.
24.04 Discuss the factors to be considered when evaluating a specific building.

25.0 DEVELOP A MARKETING STRATEGY FOR A SMALL BUSINESS--The student will be able to:

25.01 Define and develop a "customer profile."
25.02 Explain the importance of "store image."
25.03 Explain the importance of determining a "price line."
25.04 Explain the importance of determining a "product policy."
25.05 Explain the importance of determining a "customer service policy."
25.06 Develop a marketing plan for a simulated business.

26.0 DEVELOP A FINANCIAL PLAN FOR A SMALL BUSINESS--The student will be able to:

26.01 Define "capital" and estimate the dollar amount needed to open a business.
26.02 Project monthly and annual business income for the first year of operation.
26.03 Estimate annual and monthly cash flow for the first year of operation.
26.04 Calculate the sales volume required for the first year of operation.
26.05 Prepare a statement of opening assets, liabilities, and net worth for your business.
26.06 Prepare a cash flow projection for a simulated business.

27.0 DETERMINE HOW TO OBTAIN FINANCING AND SELECT THE TYPE OF OWNERSHIP FOR A BUSINESS--The student will be able to:

27.01 Identify sources of funds.
27.02 Prepare a loan application.
27.03 Identify the types of business ownership.
27.04 Identify the features of each type of business ownership.

28.0 EXHIBIT THE KNOWLEDGE OF HOW TO MARKET A PRODUCT/SERVICE--The student will be able to:

28.01 Define the concept of sales promotion.
28.02 Compare the major methods of sales promotion used by small businesses.
28.03 Discuss the role of advertising in a small business.
28.04 Discuss the role of selling in a small business.
28.05 Justify the importance of a public relations program for a small business.
28.06 Plan the marketing strategy for a simulated business.

29.0 EXPLAIN THE ROLE OF MANAGEMENT THE ENTREPRENEUR MUST ASSUME IN THE OPERATION OF A SMALL BUSINESS--The student will be able to:

29.01 Define and explain the "functions of management."
29.02 Define "organizational chart" and explain its importance.
29.03 Discuss the steps in the hiring of employees.
29.04 Discuss the various aspects of supervision of employees.
29.05 Define "control" and explain its importance in operating a business.
29.06 Discuss the relationship of government (federal, state and local) to a small business and give examples of regulations that affect a small business.
29.07 Explain the various types of taxes that affect a small business.
29.08 Identify sources of technical assistance for the small business owner.

30.0 PLAN, DEVELOP, AND OPERATE A SIMULATED BUSINESS--The student will be able to:

- 30.01 Select a business venture.
- 30.02 Develop a business plan.
- 30.03 Describe the way the business will operate.

31.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

- 31.01 Demonstrate data entry procedures.
- 31.02 Demonstrate merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
- 31.03 Demonstrate marketing spreadsheet data entry and output procedures.
- 31.04 Demonstrate marketing spreadsheet data decision making skills.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Academy of Finance	
Occupational Area:	Marketing	
	Secondary	PSAV
Program Numbers	**8815100**	**M804011**
CIP Number	0208.040110	0208.040110
Grade Level	9-12, 30, 31	30, 31
Length	5 credits	750 hours
Certification	BANK FINC @7 G TEACH CDE @7 DIST ED @7 BUS ED 1 @2 @4 MKTG 1 @2	BANK FINC @7 G TEACH CDE @7 DIST ED @7 BUS ED 1 @2 @4 MKTG 1 @2

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employement in the financial industry. This program also provides supplemental training for persons previously or currently employed in the financial industry. This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the financial industry: planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues and health, safety and environmental issues, risk management liability, health, life, and disability insurance.

Listed below are the courses that comprise this program when offered at the secondary level:

8815110 - Financial Operations
8815120 - Financial Planning
8815130 - Financial Internship **OR** 8800410 - Marketing OJT
8815140 - Financial Accounting
8815150 - Financial Computing

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Industry specific equipment should be utilized for each job for which the student receives instruction.

III. **SPECIAL NOTE**: DECA, An Association of Marketing Students (secondary), and Delta Epsilon Chi, An Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered through the Marketing

Cooperative Education - OJT course, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer which includes instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed according to Federal guidelines not less than minimum wage.

Financial Internship is scheduled to run during the six weeks of summer school. The student/intern must work a minimum of 150 hours to earn one credit. Financial Operations should be completed in order to enroll in Financial Internship. The following is required for each student employed in the Financial Internship course: a job performance skills plan signed by student/intern, teacher, and employer including competencies developed through classroom experiences, a list of on-the-job duties and tasks to be performed and identification of applicable student performance standards. The Financial Internship course may provide paid or non-paid work experience based on the needs of the students.

The teacher/coordinator must visit each intern site a minimum of once during each grading period for the purpose of evaluating the intern's progress in attaining the competencies listed in the job performance basic skills plan.

In accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 750 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES**: After successfully completing this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
LOAN AND CREDIT CLERK - OES 53121380

01.0 Compare the differences between the various economic systems.
02.0 Explain the nature of American capitalism through its various concepts.
03.0 Explain the profit motive in our economic system.
04.0 Demonstrate by examples capital markets and the role securities have within this market.
05.0 Develop skill in interpreting the financial section of the daily newspaper.
06.0 Illustrate how production and sales impact upon the American marketplace.
07.0 Outline the role the Federal Reserve System plays in our money, credit and banking processes.
08.0 Summarize how economic growth and stability impact upon the business cycle.
09.0 State the banking concept as used in America.
10.0 Outline the historical transition the banking system in America has taken from the early years to its current position.
11.0 Define banking operations.
12.0 Analyze the types of investments used by banks.
13.0 Evaluate the effectiveness of bank regulation and examination.
14.0 Identify terminology unique to the finance and finance-related industries.
15.0 Describe the role of consumer credit in today's society.
16.0 Identify the principles of savings and borrowing.
17.0 Identify career opportunities available in the consumer credit field.
18.0 Describe consumer credit products.
19.0 Define risk and consumer lending.
20.0 Outline the procedures utilized in processing a credit application.
21.0 Deomonstrate the procedures utilized in gathering credit information.
22.0 Outline the procedures used in evaluating a loan.
23.0 Identify the documents and procedures utilized in closing a loan.
24.0 Outline the methods utilized in servicing a loan.
25.0 Perform designated job skills.
26.0 Demonstrate work ethics.
27.0 Perform math computations.
28.0 Evaluate the role automation plays in the buying and selling of securities.
29.0 Analyze home financing options.
30.0 Evaluate the impact fluctuating stock prices might have upon the financial community.
31.0 Perform data processing activities.
32.0 Demonstrate communication skills needed in finance and finance-related occupations.
33.0 Identify functions of data processing.
34.0 Demonstrate decision-making activities.
35.0 Demonstrate financial accounting activities.

36.0 Analyze the reasons for the purchase of bonds.
37.0 Identify the laws and regulations for consumer protection.
38.0 Summarize international banking functions.
39.0 Define international trade.
40.0 Explain the processes used in the field of financial planning.
41.0 Describe the role of a financial planner.
42.0 Outline the components of a financial plan.
43.0 Define the concept of risk management and insurance products.
44.0 Outline investment opportunities available in today's financial market.
45.0 Identify retirement planning strategies.
46.0 Identify estate planning strategies.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title:	Academy Of Finance
Secondary Number:	8815100
Postsecondary Number:	M804011

01.0 COMPARE THE DIFFERENCES BETWEEN THE VARIOUS ECONOMIC SYSTEMS--The student will be able to:

01.01 Describe the terms "market" and "market system."
01.02 Compare and contrast major features of each type of modern economic system.
01.03 Explain the basic principles of a market system.

02.0 EXPLAIN THE NATURE OF AMERICAN CAPITALISM THROUGH ITS VARIOUS CONCEPTS--The student will be able to:

02.01 Summarize American capitalism.
02.02 Categorize the American market economy.
02.03 Justify the need for supply and demand in our capitalistic economy.

03.0 EXPLAIN THE PROFIT MOTIVE IN OUR ECONOMIC SYSTEM--The student will be able to:

03.01 Interpret the term "profit."
03.02 Explain the role of profit investment decisions.

04.0 DEMONSTRATE BY EXAMPLES CAPITAL MARKETS AND THE ROLE SECURITIES HAVE WITHIN THIS MARKET--The student will be able to:

04.01 Develop two reasons for corporate efforts to raise capital.
04.02 Demonstrate three methods available to corporations for raising capital.
04.03 Show the major purposes of corporate annual reports.

05.0 DEVELOP SKILL IN INTERPRETING THE FINANCIAL SECTION OF THE DAILY NEWSPAPER--The student will be able to:

05.01 Identify important financial data components found in the financial section of a daily newspaper.
05.02 Demonstrate the importance of data relating to daily trading in a listed New York Stock Exchange stock.

06.0 ILLUSTRATE HOW PRODUCTION AND SALES IMPACT UPON THE AMERICAN MARKETPLACE--The student will be able to:

06.01 Outline how corporate giants develop.
06.02 Compare the features of the proprietorship, partnership and corporation.
06.03 Differentiate the advantages and disadvantages of forming a corporation.

07.0 OUTLINE THE ROLE THE FEDERAL RESERVE SYSTEM PLAYS IN OUR MONEY, CREDIT AND BANKING PROCESSES--The student will be able to:

07.01 Define money.
07.02 Describe the role banks play in the economic growth and development of a society.

08.0 SUMMARIZE HOW ECONOMIC GROWTH AND STABILITY IMPACT UPON THE BUSINESS CYCLE--The student will be able to:

08.01 Interpret the concept of economic growth.
08.02 Explain the various business cycles that occur in our society.

09.0 STATE THE BANKING CONCEPT AS USED IN AMERICA--The student will be able to:

09.01 Describe the services offered by a full service bank.
09.02 Identify the basic functions of banks.
09.03 Identify financial services offered by major non-bank competitors.

10.0 OUTLINE THE HISTORICAL TRANSITION THE BANKING SYSTEM IN AMERICA HAS TAKEN FROM THE EARLY YEARS TO ITS CURRENT POSITION--The student will be able to:

10.01 Point out the Federal Reserve System's various roles in banking.
10.02 Identify the major Federal banking laws and their role in banking.
10.03 Diagram the organization of the Federal Reserve.
10.04 Identify new products and sellers offered by full-service banks.

11.0 DEFINE BANKING OPERATIONS--The student will be able to:

11.01 Outline the major departments in a full service bank.
11.02 Describe the characteristics of a time deposit transaction.
11.03 Identify types of negotiable instruments.

12.0 ANALYZE THE TYPES OF INVESTMENTS USED BY BANKS--The student will be able to:

12.01 Identify the role of financial intermediaries.
12.02 Describe the best assets for a bank to hold.

13.0 EVALUATE THE EFFECTIVENESS OF BANK REGULATION AND EXAMINATION--The student will be able to:

13.01 Describe the audit function of a bank.
13.02 Identify the agencies responsible for bank regulation.

14.0 IDENTIFY TERMINOLOGY UNIQUE TO THE FINANCE AND FINANCE-RELATED INDUSTRIES--The student will be able to:

14.01 Identify and define commonly used financial terms, such as income, expense and profit.
14.02 Identify and record financial data using correct terminology.

15.0 DESCRIBE THE ROLE OF CONSUMER CREDIT IN TODAY'S SOCIETY--The student will be able to:
15.01 Define consumer credit.
15.02 Identify major providers of consumer credit.
15.03 State the reason(s) consumer credit exists.

16.0 IDENTIFY THE PRINCIPLES OF SAVINGS AND BORROWING--The student will be able to:

16.01 Describe the importance of credit to consumers in the American marketplace.
16.02 List the criteria for judging an individual's credit worthiness.
16.03 Describe three different types of consumer credit discrimination.
16.04 Describe a strategy for increasing an individual's savings.

17.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN THE CONSUMER CREDIT FIELD--The student will be able to:

17.01 Outline an organizational chart for the consumer lending department of a bank.
17.02 List the various careers in consumer lending.

18.0 DESCRIBE CONSUMER CREDIT PRODUCTS--The student will be able to:

18.01 Identify the characteristics of consumer credit products, i.e., open ended, secured and unsecured, short and long term.
18.02 Describe the benefits of credit card use.
18.03 Name the activities involved in a credit transaction.
18.04 Match a mortgage to a home equity loan.

19.0 DEFINE RISK AND CONSUMER LENDING--The student will be able to:

19.01 Define a credit risk.
19.02 Construct a profile of a good credit risk.
19.03 Explain the method an institution uses to price a loan.

20.0 OUTLINE THE PROCEDURES UTILIZED IN PROCESSING A CREDIT APPLICATION--The student will be able to:

20.01 Outline the information needed on a credit application.
20.02 List the documents involved in consumer lending.
20.03 Develop a letter to notify the applicant of a credit decision.

21.0 DEMONSTRATE THE PROCEDURES UTILIZED IN GATHERING CREDIT INFORMATION--The student will be able to:

21.01 Demonstrate a loan interview.

21.02 Complete a loan application.
21.03 Outline the procedures involved in credit verification.
21.04 Explain the function of credit bureau.

22.0 OUTLINE THE PROCEDURES USED IN EVALUATING A LOAN--The student will be able to:

22.01 Analyze a credit grading system.
22.02 Describe seven signals which may be fraud indicators.
22.03 Analyze the reasons why credit information should be verified.

23.0 IDENTIFY THE DOCUMENTS AND PROCEDURES UTILIZED IN CLOSING A LOAN--The student will be able to:

23.01 Explain the significance of a loan closing.
23.02 Identify the documents involved in general consumer lending.

24.0 OUTLINE THE METHODS UTILIZED IN SERVICING A LOAN--The student will be able to:

24.01 Describe how consumer loans are serviced.
24.02 Outline collection procedures for a consumer loan.
24.03 Define bankruptcy.

25.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

25.01 Perform tasks as outlined in the job performance skills plan.
25.02 Demonstrate job performance skills.
25.03 Maintain appropriate records.
25.04 Attain an acceptable level of productivity.
25.05 Demonstrate appropriate dress and grooming habits.

26.0 DEMONSTRATE WORK ETHICS--The student will be able to:

26.01 Follow directions.
26.02 Demonstrate good human relations skills on the job.
26.03 Demonstrate good work habits.
26.04 Demonstrate acceptable business ethics.

27.0 PERFORM MATH COMPUTATIONS--The student will be able to:

27.01 Solve addition, subtraction, multiplication and division problems using a ten key calculator.
27.02 Compute totals and sales tax on a sales slip.

28.0 EVALUATE THE ROLE AUTOMATION PLAYS IN THE BUYING AND SELLING OF SECURITIES--The student will be able to:

28.01 Identify the key terms relating to stock trading.
28.02 Outline the sequence of events in making a stock trade.

29.0 ANALYZE HOME FINANCING OPTIONS--The student will be able to:

29.01 Identify terms related to mortgages.
29.02 Contrast variable and fixed rate mortgages.
29.03 Compare VA - FHA and conventional mortgages.

30.0 EVALUATE THE IMPACT FLUCTUATING STOCK PRICES MIGHT HAVE UPON THE FINANCIAL COMMUNITY--The student will be able to:

30.01 Explain how stocks are valued.
30.02 Analyze the factors which influence the pricing of stocks.

31.0 PERFORM DATA PROCESSING ACTIVITIES--The student will be able to:

31.01 Enter data into an accounts payable system.
31.02 Enter data into an accounts receivable system.
31.03 Enter data into a cash payments system.
31.04 Enter data into a cash receipts system.
31.05 Enter data into a payroll system.

32.0 DEMONSTRATE COMMUNICATION SKILLS NEEDED IN FINANCE AND FINANCE-RELATED OCCUPATIONS--The student will be able to:

32.01 Compose and keyboard a letter of application.
32.02 Compose and keyboard a resume.

33.0 IDENTIFY FUNCTIONS OF DATA PROCESSING--The student will be able to:

33.01 Identify computer hardware and software.
33.02 Identify generic data processing terms.
33.03 Describe the relationship between a source document and a single transaction on a unit of record.
33.04 Identify the major types of careers in data processing with the duties performed and educational requirements needed.
33.05 Define and list in sequence each of the steps of a data processing cycle.
33.06 Identify symbols used in flowchart application.

34.0 DEMONSTRATE DECISION-MAKING ACTIVITIES--The student will be able to:

34.01 Select the appropriate action in situations requiring the application of business ethics.

35.0 DEMONSTRATE FINANCIAL ACCOUNTING ACTIVITIES--The student will be able to:

35.01 Identify the basic elements of the bookkeeping/ accounting cycle.
35.02 Prepare an eight-column work sheet.
35.03 Post entries from the general journal to the general ledger.
35.04 Prepare an income statement.
35.05 Prepare a balance sheet.
35.06 Record purchases transactions in the purchases journal.
35.07 Record a sales transaction in the sales journal.
35.08 Post sales journal entries to the accounts receivable ledger and general ledger.

35.09 Record a sales returns and allowances transaction in the general journal.
35.10 Post cash receipts journal entries to the accounts receivable ledger and general ledger.
35.11 Prepare a W-4 form (Employee's Withholding Allowance Certificate).
35.12 Compute the depreciation rate, annual depreciation, and book value of a fixed asset, using straight line and declining balance methods.
35.13 Define the ACRS (accelerated cost recovery system) method of depreciation.
35.14 Compute the cost of inventory, using FIFO and LIFO, and average cost methods.
35.15 Prepare, record and post entries to record a payroll and payroll taxes.
35.16 Identify business tax-related forms.

36.0 ANALYZE THE REASONS FOR THE PURCHASE OF BONDS--The student will be able to:

36.01 Analyze the characteristics of corporate bonds.
36.02 Compare rating services used to evaluate bonds.
36.03 Evaluate the impact that fluctuating interest rates have on bonds.

37.0 IDENTIFY THE LAWS AND REGULATIONS FOR CONSUMER PROTECTION--The student will be able to:

37.01 Interpret the purpose of the Truth-In-Lending Act.
37.02 Explain the major provisions of the Equal Credit Opportunity Act.
37.03 Explain the importance of the Fair Credit Billing Act.

38.0 SUMMARIZE INTERNATIONAL BANKING FUNCTIONS--The student will be able to:

38.01 Describe the promotion of foreign trade.
38.02 Analyze the international credit crisis.
38.03 Identify foreign exchange services.

39.0 DEFINE INTERNATIONAL TRADE--The student will be able to:

39.01 Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.
39.02 Outline the advantages and disadvantages or a protectionist policy.
39.03 Identify possible solutions to the problem of meeting foreign competition.
39.04 Distinguish between imports and exports.
39.05 Discuss the interdependence of nations.
39.06 Explain the advantages and disadvantages of international trade.
39.07 Define the major agreements governing the world: General Agreement on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), European Union (EU).

39.08 Discuss the U. S. Balance of Trade.
39.09 Know terms: trade, tariff, quota, embargo, most favored nation status, foreign trade zones, export import bank, international monetary fund.

40.0 EXPLAIN THE PROCESSES USED IN THE FIELD OF FINANCIAL PLANNING--The student will be able to:

40.01 Discuss financial planning.
40.02 Explain basic steps in the process.
40.03 Evaluate a hypothetical situation from a financial planning point of view.
40.04 Summarize the extent to which financial planning would benefit people of different circumstances.

41.0 DESCRIBE THE ROLE OF A FINANCIAL PLANNER--The student will be able to:

41.01 Define abbreviations associated with degrees granted by various financial institutions and industries.
41.02 Outline the reasons for confusion in selecting a financial planner.
41.03 Develop questions necessary for evaluating a planner's credentials.
41.04 Describe the skills, education and training necessary for a career in financial planning.
41.05 List the basic steps in a financial planning process.

42.0 OUTLINE THE COMPONENTS OF A FINANCIAL PLAN--The student will be able to:

42.01 Explain the importance of goals during the various phases of financial planning.
42.02 Describe financial information needed in the data gathering phase of planning.
42.03 Explain significance of the income statement and balance sheet for financial planning.
42.04 Explain how a planner analyzes financial data using the components of a financial plan.

43.0 DEFINE THE CONCEPT OF RISK MANAGEMENT AND INSURANCE PRODUCTS--The student will be able to:

43.01 List the broad range of insurance available to consumers.
43.02 Explain the major insurance-related concepts of risk sharing.
43.03 Define key terms and concepts relating to insurance.
43.04 Develop a list of criteria for determining the amount of insurance an individual needs.
43.05 Outline an individual risk profile.

44.0 OUTLINE INVESTMENT OPPORTUNITIES AVAILABLE IN TODAY'S FINANCIAL MARKET--The student will be able to:

44.01 Identify key investment-related terms, concepts and options.
44.02 Develop an individual financial plan for a person with a one million dollar windfall.

44.03 Outline a financial strategy for investing in precious metal and collectibles.

45.0 IDENTIFY RETIREMENT PLANNING STRATEGIES--The student will be able to:

45.01 Identify sources of retirement funds.
45.02 List various pension plans.
45.03 Identify the retirement benefits provided by Social Security.
45.04 Outline personal income tax planning strategies.

46.0 IDENTIFY ESTATE PLANNING STRATEGIES--The student will be able to:

46.01 Define key terms and concepts relating to estate planning.
46.02 Identify the major components of an individual estate plan.
46.03 State the reasons why anyone with assets should plan an estate.
46.04 Identify the major provisions of a will and explain why the drafting of a will is vital to estate planning.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8815110
Course Title: Financial Operations
Course Credit: 1

COURSE DESCRIPTION:

This course presents basic topics in macro and microeconomics, and the principles and practices of banking, credit, and consumer lending in the United States. Additional emphasis is placed on money, credit and banking, economic growth and stability, taxation and budgeting, and labor management relations. The students become familiar with the major functions of banks and other financial intermediaries, central banking by the Federal Reserve System, and modern trends in the banking industry. The students are also introduced to credit functions, principles of credit risk evaluation, loan creation, debt collection, and stocks and bonds.

01.0 COMPARE THE DIFFERENCES BETWEEN THE VARIOUS ECONOMIC SYSTEMS--The student will be able to:

01.01 Describe the terms "market" and "market system."
01.02 Compare and contrast major features of each type of modern economic system.
01.03 Explain the basic principles of a market system.

02.0 EXPLAIN THE NATURE OF AMERICAN CAPITALISM THROUGH ITS VARIOUS CONCEPTS--The student will be able to:

02.01 Summarize American capitalism.
02.02 Categorize the American market economy.
02.03 Justify the need for supply and demand in our capitalistic economy.

03.0 EXPLAIN THE PROFIT MOTIVE IN OUR ECONOMIC SYSTEM--The student will be able to:

03.01 Interpret the term "profit."
03.02 Explain the role of profit investment decisions.

04.0 DEMONSTRATE BY EXAMPLES CAPITAL MARKETS AND THE ROLE SECURITIES HAVE WITHIN THIS MARKET--The student will be able to:

04.01 Develop two reasons for corporate efforts to raise capital.
04.02 Demonstrate three methods available to corporations for raising capital.
04.03 Show the major purposes of corporate annual reports.

05.0 DEVELOP SKILL IN INTERPRETING THE FINANCIAL SECTION OF THE DAILY NEWSPAPER--The student will be able to:

05.01 Identify important financial data components found in the financial section of a daily newspaper.
05.02 Demonstrate the importance of data relating to daily trading in a listed New York Stock Exchange stock.

06.0 ILLUSTRATE HOW PRODUCTION AND SALES IMPACT UPON THE AMERICAN MARKETPLACE--The student will be able to:

06.01 Outline how corporate giants develop.
06.02 Compare the features of the proprietorship, partnership, and corporation.
06.03 Differentiate the advantages and disadvantages of forming a corporation.

07.0 OUTLINE THE ROLE THE FEDERAL RESERVE SYSTEM PLAYS IN OUR MONEY, CREDIT AND BANKING PROCESSES--The student will be able to:

07.01 Define money.
07.02 Describe the role banks play in the economic growth and development of a society.

08.0 SUMMARIZE HOW ECONOMIC GROWTH AND STABILITY IMPACT UPON THE BUSINESS CYCLE--The student will be able to:

08.01 Interpret the concept of economic growth.
08.02 Explain the various business cycles that occur in our society.

09.0 STATE THE BANKING CONCEPT AS USED IN AMERICA--The student will be able to:

09.01 Describe the services offered by a full service bank.
09.02 Identify the basic functions of banks.
09.03 Identify financial services offered by major non-bank competitors.

10.0 OUTLINE THE HISTORICAL TRANSITION THE BANKING SYSTEM IN AMERICA HAS TAKEN FROM THE EARLY YEARS TO ITS CURRENT POSITION--The student will be able to:

10.01 Point out the Federal Reserve System's various roles in banking.
10.02 Identify the major Federal banking laws and their role in banking.
10.03 Diagram the organization of the Federal Reserve.
10.04 Identify new products and sellers offered by full-service banks.

11.0 DEFINE BANKING OPERATIONS--The student will be able to:

11.01 Outline the major departments in a full service bank.
11.02 Describe the characteristics of a time deposit transaction.
11.03 Identify types of negotiable instruments.

12.0 ANALYZE THE TYPES OF INVESTMENTS USED BY BANKS--The student will be able to:

12.01 Identify the role of financial intermediaries.
12.02 Describe the best assets for a bank to hold.

13.0 EVALUATE THE EFFECTIVENESS OF BANK REGULATION AND EXAMINATION--The student will be able to:

13.01 Describe the audit function of a bank.
13.02 Identify the agencies responsible for bank regulation.

14.0 IDENTIFY TERMINOLOGY UNIQUE TO THE FINANCE AND FINANCE-RELATED INDUSTRIES--The student will be able to:

14.01 Identify and define commonly used financial terms, such as income, expense and profit.
14.02 Identify and record financial data using correct terminology.

15.0 DESCRIBE THE ROLE OF CONSUMER CREDIT IN TODAY'S SOCIETY--The student will be able to:
15.01 Define consumer credit.
15.02 Identify major providers of consumer credit.
15.03 State the reason(s) consumer credit exists.

16.0 IDENTIFY THE PRINCIPLES OF SAVINGS AND BORROWING--The student will be able to:

16.01 Describe the importance of credit to consumers in the American marketplace.
16.02 List the criteria for judging an individual's credit worthiness.
16.03 Describe three different types of consumer credit discrimination.
16.04 Describe a strategy for increasing an individual's savings.

17.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN THE CONSUMER CREDIT FIELD--The student will be able to:

17.01 Outline an organizational chart for the consumer lending department of a bank.
17.02 List the various careers in consumer lending.

18.0 DESCRIBE CONSUMER CREDIT PRODUCTS--The student will be able to:

18.01 Identify the characteristics of consumer credit products, i.e., open ended, secured and unsecured, short and long term.
18.02 Describe the benefits of credit card use.
18.03 Name the activities involved in a credit transaction.
18.04 Match a mortgage to a home equity loan

19.0 DEFINE RISK AND CONSUMER LENDING--The student will be able to:

19.01 Define a credit risk.

19.02 Construct a profile of a good credit risk.
19.03 Explain the method an institution uses to price a loan.

20.0 OUTLINE THE PROCEDURES UTILIZED IN PROCESSING A CREDIT APPLICATION--The student will be able to:

20.01 Outline the information needed on a credit application.
20.02 List the documents involved in consumer lending.
20.03 Develop a letter to notify the applicant of a credit decision.

21.0 DEMONSTRATE THE PROCEDURES UTILIZED IN GATHERING CREDIT INFORMATION--The student will be able to:

21.01 Demonstrate a loan interview.
21.02 Complete a loan application.
21.03 Outline the procedures involved in credit verification.
21.04 Explain the function of credit bureau.

22.0 OUTLINE THE PROCEDURES USED IN EVALUATING A LOAN--The student will be able to:

22.01 Analyze a credit grading system.
22.02 Describe seven signals which may be fraud indicators.
22.03 Analyze the reasons why credit information should be verified.

23.0 IDENTIFY THE DOCUMENTS AND PROCEDURES UTILIZED IN CLOSING A LOAN--The student will be able to:

23.01 Explain the significance of a loan closing.
23.02 Identify the documents involved in general consumer lending.

24.0 OUTLINE THE METHODS UTILIZED IN SERVICING A LOAN--The student will be able to:

24.01 Describe how consumer loans are serviced.
24.02 Outline collection procedures for a consumer loan.
24.03 Define bankruptcy.

28.0 EVALUATE THE ROLE AUTOMATION PLAYS IN THE BUYING AND SELLING OF SECURITIES--The student will be able to:

28.01 Identify the key terms relating to stock trading.
28.02 Outline the sequence of events in making a stock trade.

29.0 ANALYZE HOME FINANCING OPTIONS--The student will be able to:

29.01 Identify terms related to mortgages.
29.02 Contrast variable and fixed rate mortgages.
29.03 Compare VA - FHA and conventional mortgages.

30.0 EVALUATE THE IMPACT FLUCTUATING STOCK PRICES MIGHT HAVE UPON THE FINANCIAL COMMUNITY--The student will be able to:

30.01 Explain how stocks are valued.
30.02 Analyze the factors which influence the pricing of stocks.

36.0 ANALYZE THE REASONS FOR THE PURCHASE OF BONDS--The student will be able to:

36.01 Analyze the characteristics of corporate bonds.
36.02 Compare rating services used to evaluate bonds.
36.03 Evaluate the impact that fluctuating interest rates have on bonds.

37.0 IDENTIFY THE LAWS AND REGULATIONS FOR CONSUMER PROTECTION--The student will be able to:

37.01 Interpret the purpose of the Truth-In-Lending Act.
37.02 Explain the major provisions of the Equal Credit Opportunity Act.
37.03 Explain the importance of the Fair Credit Billing Act.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8815120
Course Title: Financial Planning
Course Credit: 1

COURSE DESCRIPTION:

This course develops an awareness of the need for care and organization in planning for the wise use of economic resources and financial products available through a study of savings, credit, insurance, banking, and financial goals. The students are provided with the concepts needed to understand international trade. The students are also made aware of the career opportunities offered by lending institutions.

38.0 SUMMARIZE INTERNATIONAL BANKING FUNCTIONS--The student will be able to:

38.01 Describe the promotion of foreign trade.
38.02 Analyze the international credit crisis.
38.03 Identify foreign exchange services.

39.0 DEFINE INTERNATIONAL TRADE--The student will be able to:

39.01 Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.
39.02 Outline the advantages and disadvantages or a protectionist policy.
39.03 Identify possible solutions to the problem of meeting foreign competition.
39.04 Distinguish between imports and exports.
39.05 Discuss the interdependence of nations.
39.06 Explain the advantages and disadvantages of international trade.
39.07 Define the major agreements governing the world: General Agreement on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), European Union (EU).
39.08 Discuss the U. S. Balance of Trade.
39.09 Know terms: trade, tariff, quota, embargo, most favored nation status, foreign trade zones, export import bank, international monetary fund.

40.0 EXPLAIN THE PROCESSES USED IN THE FIELD OF FINANCIAL PLANNING--The student will be able to:

40.01 Discuss financial planning.
40.02 Explain basic steps in the process.
40.03 Evaluate a hypothetical situation from a financial planning point of view.
40.04 Summarize the extent to which financial planning would benefit people of different circumstances.

41.0 DESCRIBE THE ROLE OF A FINANCIAL PLANNER--The student will be able to:

41.01 Define abbreviations associated with degrees granted by various financial institutions and industries.
41.02 Outline the reasons for confusion in selecting a financial planner.
41.03 Develop questions necessary for evaluating a planner's credentials.
41.04 Describe the skills, education and training necessary for a career in financial planning.
41.05 List the basic steps in a financial planning process.

42.0 OUTLINE THE COMPONENTS OF A FINANCIAL PLAN--The student will be able to:

42.01 Explain the importance of goals during the various phases of financial planning.
42.02 Describe financial information needed in the data gathering phase of planning.
42.03 Explain significance of the income statement and balance sheet for financial planning.
42.04 Explain how a planner analyzes financial data using the components of a financial plan.

43.0 DEFINE THE CONCEPT OF RISK MANAGEMENT AND INSURANCE PRODUCTS--The student will be able to:

43.01 List the broad range of insurance available to consumers.
43.02 Explain the major insurance-related concepts of risk sharing.
43.03 Define key terms and concepts relating to insurance.
43.04 Develop a list of criteria for determining the amount of insurance an individual needs.
43.05 Outline an individual risk profile.

44.0 OUTLINE INVESTMENT OPPORTUNITIES AVAILABLE IN TODAY'S FINANCIAL MARKET--The student will be able to:

44.01 Identify key investment-related terms, concepts and options.
44.02 Develop an individual financial plan for a person with a one million dollar windfall.
44.03 Outline a financial strategy for investing in precious metal and collectibles.

45.0 IDENTIFY RETIREMENT PLANNING STRATEGIES--The student will be able to:

45.01 Identify sources of retirement funds.
45.02 List various pension plans.
45.03 Identify the retirement benefits provided by Social Security.
45.04 Outline personal income tax planning strategies.

46.0 IDENTIFY ESTATE PLANNING STRATEGIES--The student will be able to:

46.01 Define key terms and concepts relating to estate planning.
46.02 Identify the major components of an individual estate plan.
46.03 State the reasons why anyone with assets should plan an estate.

46.04 Identify the major provisions of a will and explain why the drafting of a will is vital to estate planning.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8815130
Course Title: Financial Internship
Course Credit: 1

COURSE DESCRIPTION:

The financial internship course provides students the opportunity to demonstrate human relations, communications, and employability skills necessary for entry-level employment in the financial services industry. Additionally, it will enhance the instruction and competencies developed through classroom instruction. Financial Internship is scheduled to run during the summer months.

25.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

25.01 Perform tasks as outlined in the job performance skills plan.
25.02 Demonstrate job performance skills.
25.03 Maintain appropriate records.
25.04 Attain an acceptable level of productivity.
25.05 Demonstrate appropriate dress and grooming habits.

26.0 DEMONSTRATE WORK ETHICS--The student will be able to:

26.01 Follow directions.
26.02 Demonstrate good human relations skills on the job.
26.03 Demonstrate good work habits.
26.04 Demonstrate acceptable business ethics.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8815140
Course Title: Financial Accounting
Course Credit: 1

COURSE DESCRIPTION:

This is an accelerated course which covers two years of accounting in one. There is a focus on the accounting cycle for both business and manufacturing industries through the trial balance and adjusting entries. Students learn how to use special journals, ledgers and controlling accounts. In addition, they prepare financial statements for single proprietors, partnerships, and corporations. An emphasis is placed on the analysis and interpretation of financial reports.

27.0 PERFORM MATH COMPUTATIONS--The student will be able to:

27.01 Solve addition, subtraction, multiplication and division problems using a ten key calculator.
27.02 Compute totals and sales tax on a sales slip.

35.0 DEMONSTRATE FINANCIAL ACCOUNTING ACTIVITIES--The student will be able to:

35.01 Identify the basic elements of the bookkeeping/ accounting cycle.
35.02 Prepare an eight-column work sheet.
35.03 Post entries from the general journal to the general ledger.
35.04 Prepare an income statement.
35.05 Prepare a balance sheet.
35.06 Record purchases transactions in the purchases journal.
35.07 Record a sales transaction in the sales journal.
35.08 Post sales journal entries to the accounts receivable ledger and general ledger.
35.09 Record a sales returns and allowances transaction in the general journal.
35.10 Post cash receipts journal entries to the accounts receivable ledger and general ledger.
35.11 Prepare a W-4 form (Employee's Withholding Allowance Certificate).
35.12 Compute the depreciation rate, annual depreciation, and book value of a fixed asset, using straight line and declining balance methods.
35.13 Define the ACRS (accelerated cost recovery system) method of depreciation.
35.14 Compute the cost of inventory, using FIFO and LIFO, and average cost methods.
35.15 Prepare, record and post entries to record a payroll and payroll taxes.
35.16 Identify business tax-related forms.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8815150
Course Title: Financial Computing
Course Credit: 1

COURSE DESCRIPTION:

This course provides students with a basic knowledge of Data Processing. In addition, this course is the foundation for further training in computer programming for business use. Theory, flow charting, and terminology are covered. Hands-on data entry and micro-computer applications with commercially prepared software in the areas of text-editing, data base management, business records, bookkeeping, and electronic spread sheets are covered.

31.0 PERFORM DATA PROCESSING ACTIVITIES--The student will be able to:

31.01 Enter data into an accounts payable system.
31.02 Enter data into an accounts receivable system.
31.03 Enter data into a cash payments system.
31.04 Enter data into a cash receipts system.
31.05 Enter data into a payroll system.

32.0 DEMONSTRATE COMMUNICATION SKILLS NEEDED IN FINANCE AND FINANCE-RELATED OCCUPATIONS--The student will be able to:

32.01 Compose and keyboard a letter of application.
32.02 Compose and keyboard a resume.

33.0 IDENTIFY FUNCTIONS OF DATA PROCESSING--The student will be able to:

33.01 Identify computer hardware and software.
33.02 Identify generic data processing terms.
33.03 Describe the relationship between a source document and a single transaction on a unit of record.
33.04 Identify the major types of careers in data processing with the duties performed and educational requirements needed.
33.05 Define and list in sequence each of the steps of a data processing cycle.
33.06 Identify symbols used in flowchart application.

34.0 DEMONSTRATE DECISION-MAKING ACTIVITIES--The student will be able to:

34.01 Select the appropriate action in situations requiring the application of business ethics.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Academy of International Marketing
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8839100**	**M807030**
CIP Number	0208.070300	0208.070300
Grade Level	9-12, 30, 31	30, 31
Length	4 credits	600 hours
Certification	RETAILING @7 G DIST ED @7 TEACH CDE @7 WHOLESAL @7 G MKTG 1 @2 MKTG MGMT @7 G	RETAILING @7 G DIST ED @7 TEACH CDE @7 WHOLESAL @7 G MKTG 1 @2 MKTG MGMT @7 G

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as importer (185.157-018), or import-export agent (184.117-022), or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, buying, transporting, storing, advertising, displaying and financing goods and services imported or for export.

Listed below are the courses that comprise this program when offered at the secondary level:

8827110 - Marketing Essentials
8839110 - International Marketing 1
8839120 - International Marketing 2
8839130 - International Marketing 3

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program and should be used to apply theory to the operation of an import/export business.

III. **SPECIAL NOTE**: DECA, An Association of Marketing Students (secondary), and Delta Epsilon Chi, An Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F.S.

The typical length of this program for the average achieving student is 600 hours.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying math skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Develop state/regional profiles.
10.0 Develop a world profile.
11.0 Demonstrate an understanding of import and export basics.
12.0 Demonstrate an understanding of international economics.
13.0 Demonstrate an understanding of international marketing and transportation.
14.0 Demonstrate an understanding of international finance.
15.0 Demonstrate an understanding of laws and regulations relating to international marketing.
16.0 Demonstrate effective communication skills specific to the international market.
17.0 Demonstrate an understanding of entrepreneurship.
18.0 Demonstrate an understanding of trade documentation.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Academy Of International Marketing
Secondary Number: 8839100
Postsecondary Number: M807030

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable personal hygiene and appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10-key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.

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08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 DEVELOP STATE/REGIONAL PROFILES--The student will be able to:

09.01 Identify the economic base of a state/region.
09.02 Identify the human resources of a state/region.
09.02 Profile a local business that participates in international marketing.

10.0 DEVELOP A WORLD PROFILE--The student will be able to:

10.01 Define the term international marketing.
10.02 Discuss the importance of international marketing to individual consumers and their nations.
10.03 Identify the major international trade regions.
10.04 State the purpose of international trade agreements.
10.05 Discuss the purpose of a trade-region profile.
10.06 Identify the impact of geography on the major international trade regions.
10.07 Identify the impact of certain cultural aspects and international marketing.

11.0 DEMONSTRATE AN UNDERSTANDING OF IMPORT AND EXPORT BASICS--The student will be able to:

11.01 Understand differences and similarities between domestic and international business.
11.02 Understand reasons for exporting and importing.
11.03 Understand the exporting process.
11.04 Understand the importing process.
11.05 Analyze international data.
11.06 Use international business resources.
11.07 Understand overseas business travel.
11.08 Plan an export sale.

12.0 DEMONSTRATE AN UNDERSTANDING OF INTERNATIONAL ECONOMICS--The student will be able to:

12.01 Understand the role of international trade.
12.02 Understand the economic terms of international trade.
12.03 Understand the economic systems of other countries.
12.04 Analyze scenarios to determine how trade barriers work.
12.05 Profile a nation's economy.
12.06 Analyze current events concerning issues relevant to international economics.

13.0 DEMONSTRATE AN UNDERSTANDING OF INTERNATIONAL MARKETING AND TRANSPORTATION--The student will be able to:

13.01 Understand the marketing concept.
13.02 Assess a product's market potential.
13.03 Assess a market's potential.
13.04 Analyze international distribution systems.
13.05 Understand cargo insurance.
13.06 Use advertising, promotion, and public relations tools.
13.07 Understand international pricing.
13.08 Understand customer service.
13.09 Select an export distribution system.
13.10 Apply pricing strategies.
13.11 Understand sales strategies.
13.12 Develop an import/export plan.

14.0 DEMONSTRATE AN UNDERSTANDING OF INTERNATIONAL FINANCE--The student will be able to:

14.01 Understand basic concepts of international finance.
14.02 Understand foreign currency/exchange.
14.03 Understand methods of international payment and finance.
14.04 Discuss the importance of international finance to international trade.
14.05 List types of financial institutions involved in international trade.
14.06 Analyze the effects of changing exchange rates.
14.07 Profile a nations financial system.
14.08 Analyze current events concerning issues relevant to international finance.

15.0 DEMONSTRATE AN UNDERSTANDING OF LAWS AND REGULATIONS RELATING TO INTERNATIONAL MARKETING--The student will be able to:

15.01 Understand laws regulating exports.
15.02 Understand laws regulating imports.
15.03 Understand custom's regulations.
15.04 Understand intellectual property rights protection.

16.0 DEMONSTRATE EFFECTIVE COMMUNICATIONS SKILLS SPECIFIC TO THE INTERNATIONAL MARKET--The student will be able to:

16.01 Understand international communications.
16.02 Analyze communication modes used in international trade.
16.03 Plan business meetings.

17.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

17.01 Understand entrepreneurship potential.
17.02 Evaluate personal entrepreneurship opportunities.
17.03 Prepare a business plan for an import/export business.

18.0 DEMONSTRATE AN UNDERSTANDING OF TRADE DOCUMENTATION--The student will be able to:

18.01 Identify documents necessary for exporting.
18.02 Identify documents necessary for importing.
18.03 Understand the metric system.
18.04 Understand the flow of documentation.
18.05 Prepare trade documentation.
18.06 Understand export licensing.
18.07 Understand commercial licensing.
18.08 Understand documentation for letters of credit.
18.09 Prepare export packing list.
18.10 Prepare a commercial invoice.
18.11 Prepare a Shipper's Export Declaration.
18.12 Prepare a Certificate of Origin.
18.13 Prepare bill of lading.
18.14 Prepare customs entry forms.
18.15 Prepare consular invoices.
18.16 Finalize insurance documentation.
18.17 Understand documentation for banker's acceptance drafts.
18.18 Report a claim for damaged goods.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also included.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.

02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.

04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.

07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8839110
Course Title: International Marketing 1
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to introduce the student to the basics of international marketing. These competencies include the importance of state, regional and world profiles, and an understanding of import and export basics.

09.0 DEVELOP STATE/REGIONAL PROFILES--The student will be able to:

- 09.01 Identify the economic base of a state/region.
- 09.02 Identify the human resources of a state/region.
- 09.03 Profile a local business that participates in international marketing.

10.0 DEVELOP A WORLD PROFILE--The student will be able to:

- 10.01 Define the term international marketing.
- 10.02 Discuss the importance of international marketing to individual consumers and their nations.
- 10.03 Identify the major international trade regions.
- 10.04 State the purpose of international trade agreements.
- 10.05 Discuss the purpose of a trade-region profile.
- 10.06 Identify the impact of geography on the major international trade regions.
- 10.07 Identify the impact of certain cultural aspects on international marketing.

11.0 DEMONSTRATE AN UNDERSTANDING OF IMPORT AND EXPORT BASICS--The student will be able to:

- 11.01 Understand differences and similarities between domestic and international business.
- 11.02 Understand reasons for exporting and importing.
- 11.03 Understand the exporting process.
- 11.04 Understand the importing process.
- 11.05 Analyze international data.
- 11.06 Use international business resources.
- 11.07 Understand overseas business travel.
- 11.08 Plan an export sale.

18.0 DEMONSTRATE AN UNDERSTANDING OF TRADE DOCUMENTATION--The student will be able to:

- 18.01 Identify documents necessary for exporting.
- 18.02 Identify documents necessary for importing.
- 18.03 Understand the metric system.

18.04 Understand the flow of documentation.
18.05 Prepare trade documentation.
18.06 Understand export licensing.
18.07 Understand commercial licensing.
18.08 Understand documentation for letters of credit.
18.09 Prepare export packing list.
18.10 Prepare a commercial invoice.
18.11 Prepare a Shipper's Export Declaration.
18.12 Prepare a Certificate of Origin.
18.13 Prepare bill of lading.
18.14 Prepare customs entry forms.
18.15 Prepare consular invoices.
18.16 Finalize insurance documentation.
18.17 Understand documentation for banker's acceptance drafts.
18.18 Report a claim for damaged goods.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8839120
Course Title: International Marketing 2
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop competencies regarding international economics, international marketing, transportation and communications.

12.0 DEMONSTRATE AN UNDERSTANDING OF INTERNATIONAL ECONOMICS--The student will be able to:

12.01 Understand the role of international trade.
12.02 Understand the economic terms of international trade.
12.03 Understand the economic systems of other countries.
12.04 Analyze scenarios to determine how trade barriers work.
12.05 Profile a nation's economy.
12.06 Analyze current events concerning issues relevant to international economics.

13.0 DEMONSTRATE AN UNDERSTANDING OF INTERNATIONAL MARKETING AND TRANSPORTATION--The student will be able to:

13.01 Understand the marketing concept.
13.02 Assess a product's market potential.
13.03 Assess a market's potential.
13.04 Analyze international distribution systems.
13.05 Understand cargo insurance.
13.06 Use advertising, promotion, and public relations tools.
13.07 Understand international pricing.
13.08 Understand customer service.
13.09 Select an export distribution system.
13.10 Apply pricing strategies.
13.11 Understand sales strategies.
13.12 Develop an import/export plan.

16.0 DEMONSTRATE EFFECTIVE COMMUNICATIONS SKILLS SPECIFIC TO THE INTERNATIONAL MARKET--The student will be able to:

16.01 Understand international communications.
16.02 Analyze communication modes used in international trade.
16.03 Plan business meetings.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8839130
Course Title: International Marketing 3
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop competencies regarding international finance and international law. Entrepreneurship as related to an international market is also included in this course.

14.0 DEMONSTRATE AN UNDERSTANDING OF INTERNATIONAL FINANCE--The student will be able to:

14.01 Understand basic concepts of international finance.
14.02 Understand foreign currency/exchange.
14.03 Understand methods of international payment and finance.
14.04 Discuss the importance of international finance to international trade.
14.05 List types of financial institutions involved in international trade.
14.06 Analyze the effects of changing exchange rates.
14.07 Profile a nations financial system.
14.08 Analyze current events concerning issues relevant to international finance.

15.0 DEMONSTRATE AN UNDERSTANDING OF LAWS AND REGULATIONS RELATING TO INTERNATIONAL MARKETING--The student will be able to:

15.01 Understand laws regulating exports.
15.02 Understand laws regulating imports.
15.03 Understand custom's regulations.
15.04 Understand intellectual property rights protection.

17.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

17.01 Understand entrepreneurship potential.
17.02 Evaluate personal entrepreneurship opportunities.
17.03 Prepare a business plan for an import/export business.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Academy of Travel and Tourism
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8845100**	**M811040**
CIP Number	0208.110400	0208.110400
Grade Level	9-12, 30, 31	30, 31
Length	4 credits	600 hours
Certification	BUS ED 1 @2 @4 TEACH CDE @7 MKTG 1 @2 DIST ED @7 TRANSPORT @7 G HOTEL TRNG @ 7 G	BUS ED 1 @2 @4 TEACH CDE @7 MKTG 1 @2 DIST ED @7 TRANSPORT @7 G HOTEL TRNG @ 7 G

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment in the travel and tourism industry as guides (68017493) tour operators, transportation attendants (68028496) and cruise ship consultants or to provide supplemental training for those persons previously or currently employed in these occupations. This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the travel and tourism industry: planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety and environmental issues.

Listed below are the courses that comprise this program:

8845110 - Travel and Tourism 1
8845120 - Travel and Tourism 2
8845130 - Travel and Tourism Internship **OR**
8800410 - Marketing Cooperative Education OJT
8845140 - Computer Applications for Tourism

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Industry specific equipment should be utilized for each job for which the student receives instruction.

III. **SPECIAL NOTE**: DECA, An Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered through the Marketing Cooperative Education - OJT course, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The Travel and Tourism course may provide paid or non-paid work experience based on the needs of the student.

Travel and Tourism Internship may run during the six weeks of summer school. The student/intern must work a minimum of 150 hours to earn one credit. Travel and Tourism 1 should be completed or currently enrolled in Travel and Tourism Internship. The following is required for each student employee in the Travel and Tourism Internship course: a job performance skills plan, signed by student/intern, teacher and employer which includes competencies developed through classroom experiences; a list of on-the-job duties and tasks to be performed; identification of applicable student performance standards. The Travel and Tourism Internship course may provide paid or no-paid work experience based on the needs of the students.

The teacher/coordinator must visit each intern site a minimum of once during each grading period for the purpose of evaluating the intern's progress in attaining the competencies listed in the job performance basic skills plan.

If this program is offered for 600 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, and Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 600 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate employability skills necessary for success in travel and tourism occupations.

02.0 Demonstrate the human relations skills necessary for success in travel and tourism occupations.

03.0 Demonstrate proficiency in applying communication skills.

04.0 Perform mathematical operations unique to travel and tourism occupations.

05.0 Understand basic economic principles as related to the travel and tourism industry.

06.0 Demonstrate knowledge of the travel and tourism industry.

07.0 Understand the history of the travel industry.

08.0 Understand facts and principles related to the surface travel industry.

09.0 Understand facts and principles related to the cruise industry.

10.0 Understand facts and principles related to the airline industry.

11.0 Understand facts and principles related to the hotel, motel, and resort industry.

12.0 Identify careers in the travel and tourism industry.

13.0 Understand the concept of destination development.

14.0 Understand the concept of recreation business.

15.0 Understand the development of the tour package.

16.0 Explain the role of business travel.

17.0 Understand the impact of meetings, conventions, and incentive travel.

18.0 Understand marketing principles as they relate to travel and tourism.

19.0 Prepare a simple market plan for a specific travel related business.

20.0 Utilize effective sales techniques and procedures in the selling of travel products.

21.0 Develop a plan for a tentative career in travel and tourism.

22.0 Identify basic economic concepts as they relate to travel and tourism.

23.0 Demonstrate an understanding of entrepreneurship.

24.0 Understand the role of the travel agency.

25.0 Determine your own potential to own or manage a travel related business.

26.0 Perform designated job skills.

27.0 Demonstrate work ethics.

28.0 Perform math operations unique to travel reservations.

29.0 Perform communication activities unique to travel reservations.

30.0 Identify and demonstrate word processing functions.

31.0 Perform decision making activities.

32.0 Operate data entry equipment.

33.0 Understand and demonstrate proficiency using a Computer Reservation System.

34.0 Identify code numbers and letters of major domestic airlines.

35.0 Demonstrate an understanding of the use of an Official Airline Guide (OAG).

36.0 Demonstrate an understanding of Passenger Name Records (PNRs).

37.0 Demonstrate an understanding of other supplementary data.

38.0 Perform functions that are associated with the airline reservations system.
39.0 Perform functions associated with making a hotel reservation.
40.0 Perform functions associated with the car rental industry.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Academy Of Travel And Tourism
Secondary Number: 8845100
Postsecondary Number: M811040

01.0 DEMONSTRATE EMPLOYABILITY SKILLS NECESSARY FOR SUCCESS IN TRAVEL AND TOURISM OCCUPATIONS--The student will be able to:

01.01 Secure information about careers in the travel and tourism industry.
01.02 Identify documents that may be required when applying for a job.
01.03 Complete a resume and a job application correctly.
01.04 Demonstrate competence in job interview techniques.
01.05 Identify acceptable work habits.
01.06 Identify how to make job changes appropriately.
01.07 Demonstrate acceptable personal hygiene.
01.08 Identify proper personal and business ethics.
01.09 Demonstrate a businesslike appearance.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN TRAVEL AND TOURISM OCCUPATIONS--The student will be able to:

02.01 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
02.02 Use a personality inventory for personal improvement.
02.03 Exhibit the ability to get along with others.
02.04 Discuss the importance of human relations.
02.05 Develop and demonstrate the unique human relations skills needed for successful entry and progress in travel and tourism occupation selected by the student as a career objective.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Demonstrate a proficiency in the effective use of speech and travel and tourism vocabulary.
03.02 Explain the importance of good listening skills.
03.03 Discuss the role communication plays in marketing.
03.04 Demonstrate the components of the communication process.
03.05 Demonstrate effective written communications skills.
03.06 Demonstrate effective oral communications skills.

04.0 PERFORM MATHEMATICAL OPERATIONS UNIQUE TO TRAVEL AND TOURISM OCCUPATIONS--The student will be able to:

04.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
04.02 Calculate commissions.
04.03 Calculate actual flying time and time zone difference.

04.04 Calculate currency exchange rates.
04.05 Calculate combinations of fares.
04.06 Calculate mileage and fare construction unit problems.
04.07 Collect payments and disburse monies for all travel services.
04.08 Perform refunds exchange transactions for travel-related services such as airline tickets, cruise and tour payments.

05.0 UNDERSTAND BASIC ECONOMIC PRINCIPLES AS RELATED TO THE TRAVEL AND TOURISM INDUSTRY--The student will be able to:

05.01 State and compare the three major types of economic systems.
05.02 Explain the purpose of marketing in the free enterprise system.
05.03 Explain the role of the profit motive.
05.04 Explain the concept of supply and demand.
05.05 Identify economic resources.
05.06 Identify the advantages and disadvantages of the legal forms of business ownership.
05.07 Analyze statistics on the impact of tourism on local, state, and national economics.

06.0 DEMONSTRATE KNOWLEDGE OF THE TRAVEL AND TOURISM INDUSTRY--The student will be able to:

06.01 Define terms commonly used in the travel and tourism industry.
06.02 Determine the major components of the travel industry.
06.03 Assess the special requirements of working in a service oriented industry.
06.04 Understand the concept of perishability and seasonality of travel and tourism products.
06.05 Recognize the need for quality assurance in travel related businesses.
06.06 Identify businesses involved in hospitality.
06.07 Differentiate between international, domestic, and local travel.
06.08 Locate various destinations on a world map.
06.09 Identify and cite the sources of the major travel documents needed by travelers.
06.10 Recognize the problems caused by improper documentation.
06.11 Identify and understand the use of reference tools for the travel and tourism industry.

07.0 UNDERSTAND THE HISTORY OF THE TRAVEL INDUSTRY--The student will be able to:

07.01 Trace the history of the relative importance of the various travel modes.
07.02 Identify technological advancement within the travel and tourism industry.

08.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE SURFACE TRAVEL INDUSTRY--The student will be able to:

08.01 Identify the modes of surface travel.

08.02 Discuss the benefit of travel by each of the surface transportation modes.
08.03 Compare and contrast the major rail systems found in Europe, Great Britain, and the United States.
08.04 Identify the use of motorcoach transportation.
08.05 Discuss the use of the R. V. (recreational vehicle) as a mode of transportation.
08.06 List the names of the largest car rental chains in the United States.
08.07 Identify rental car categories.
08.08 Identify common car rental rates.
08.09 List items of information required for a car rental reservation.
08.10 Describe the interface between surface travel and other transportation modes.
08.11 Compare and contrast urban and rural public transportation.
08.12 List and describe the largest urban public transportation systems in the United States.

09.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE CRUISE INDUSTRY--The student will be able to:

09.01 Identify the modes of sea travel.
09.02 Identify the important facts in researching cruises.
09.03 Demonstrate a functional understanding of a cruise ship including the deck plan and stateroom accommodations.
09.04 List the most popular cruise areas and itineraries.
09.05 Discuss the items of information required for a cruise booking.
09.06 Discuss the concept of the cruise ship as a floating hotel.

10.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE AIRLINE INDUSTRY--The student will be able to:

10.01 Distinguish between types of aircraft in service today.
10.02 List four classifications of official airlines and provide examples of each.
10.03 Identify the carrier codes for major domestic and international airlines.
10.04 Identify primary hubs utilized by major domestic carriers.
10.05 Demonstrate an understanding of passenger roles governing air travel.
10.06 Demonstrate a functional understanding of the organization and the utilization of the North American edition of the Official Airline Guide (OAS).
10.07 Demonstrate a functional understanding of airline tickets and ticketing procedures.
10.08 Demonstrate a functional understanding of international fares or ticketing.
10.09 Demonstrate a knowledge and understanding of ticketless travel.

11.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE HOTEL, MOTEL, AND RESORT INDUSTRY--The student will be able to:

11.01 Compare and contrast features of various lodging establishments.
11.02 Demonstrate a functional understanding of rating, coding and rates.
11.03 Demonstrate an understanding of meal plans.
11.04 List the items of information required to place a hotel reservation.
11.05 Identify four methods of guaranteeing a hotel reservation.

12.0 IDENTIFY CAREERS IN THE TRAVEL AND TOURISM INDUSTRY--The student will be able to:

12.01 List five travel related jobs in each of the following industries: Airline, cruise, surface travel, hotel/motel and resort.
12.02 Explain the duties of each of the travel professionals identified.
12.03 Identify the skills and knowledge needed by the travel professional.
12.04 Identify the advantages and disadvantages of working in the travel industry.

13.0 UNDERSTAND THE CONCEPT OF DESTINATION DEVELOPMENT--The student will be able to:

13.01 Explain what attracts travelers to different locations.
13.02 Understand the role of government in destination development.
13.03 Identify the four stages of the Destination Life Cycle.
13.04 Explain the concept - Multiplier Effect.
13.05 Compare positive and negative effects of destination development on local culture.

14.0 UNDERSTAND THE CONCEPT OF RECREATION BUSINESS--The student will be able to:

14.01 Compare public recreation to commercial recreation.
14.02 Give examples of national forests.
14.03 Give examples of state parks.
14.04 Give examples of local parks.
14.05 Give examples of museums.
14.06 Give examples of zoos and aquariums.
14.07 Give examples of fairs and festivals.
14.08 Give examples of theme parks.
14.09 Give examples of amusement parks and circuses.
14.10 Explain the difference between a spectator sport and recreational sport.

15.0 UNDERSTAND THE DEVELOPMENT OF THE TOUR PACKAGE--The student will be able to:

15.01 List the components of a tour package.
15.02 Explain the role of the tour operator.
15.03 Explain six different types of tours.

15.04 List terms and conditions that would appear on the back of a brochure.
15.05 Identify the four main stages in the development of a tour package.
15.06 Compare advantages and disadvantages of a charter.
15.07 Understand charter terms and concepts.
15.08 Understand and explain the difference between the direct and three indirect channels of distribution for a tour package.

16.0 EXPLAIN THE ROLE OF BUSINESS TRAVEL--The student will be able to:

16.01 Explain why people travel for business.
16.02 Explain how businesses attempt to control travel expenses.
16.03 Explain the concept of frequent flyer programs.
16.04 Identify three types of hotel accommodations offered to the business traveler.
16.05 List the special services that hotels offer the business traveler.
16.06 Discuss the role of the business travel department and the corporate travel agency.

17.0 UNDERSTAND THE IMPACT OF MEETINGS CONVENTIONS, AND INCENTIVE TRAVEL--The student will be able to:

17.01 Identify factors affecting convention site selection.
17.02 List the different types of meetings.
17.03 Identify the various associations that hold meetings.
17.04 Identify six types of corporate meetings.
17.05 Identify characteristics of the corporate market.
17.06 Describe the role of the meeting planner.
17.07 Compare pure incentive travel to sales incentive travel.
17.08 Compare trade shows to exhibitions.
17.09 Differentiate between a destination selection company and a destination management company.

18.0 UNDERSTAND MARKETING PRINCIPLES AS THEY RELATE TO TRAVEL AND TOURISM--The student will be able to:

18.01 Identify the elements involved in the marketing process.
18.02 Discuss the importance of marketing research in the development of marketing strategies.
18.03 Identify and explain the levels of human need according to Maslow.
18.04 Discuss the various product decisions made by the travel suppliers/businesses.
18.05 Identify the elements which must be considered when establishing price.
18.06 Diagram and explain the various channels of distribution used in the travel and tourism industry.
18.07 Distinguish between marketing and sales.
18.08 List and contrast the various types of advertising media used by the travel and tourism industry.
18.09 Identify the major sales promotion techniques.
18.10 Explain how public relations differs from advertising.

18.11 Explain the role of travel and tourism organizations and other organizations that promote travel.

19.0 PREPARE A SIMPLE MARKETING PLAN FOR A SPECIFIC TRAVEL RELATED BUSINESS--The student will be able to:

19.01 Develop print ads.
19.02 Write copy for radio spots.
19.03 Prepare advertising for billboards.
19.04 Write copy and develop a brochure.
19.05 Prepare a press release.
19.06 Prepare a questionnaire for guests.

20.0 UTILIZE EFFECTIVE SALES TECHNIQUES AND PROCEDURES IN THE SELLING OF TRAVEL PRODUCTS--The student will be able to:

20.01 Identify six traits needed to be an effective sales professional.
20.02 Identify 20 emotive words and explain why these should be used.
20.03 Identify the five "w" questions for eliciting client information.
20.04 Explain the four basic processes involved with qualifying the client.
20.05 Discuss and give examples of presented, underlying, and expandable needs.
20.06 Identify five obstacles to a travel sale.
20.07 Identify five common verbal communication flaws.
20.08 Demonstrate techniques for handling incoming client calls.
20.09 Discuss the six steps involved in a travel sale.
20.10 Demonstrate techniques for handling complaints.

21.0 DEVELOP A PLAN FOR TENTATIVE CAREER IN TRAVEL AND TOURISM--The student will be able to:

21.01 List travel related jobs in each of the following industries:destination development, recreation business, tour industry, business travel and meetings, convention and incentive travel.
21.02 Explain the duties of each of the travel professionals identified in (01).
21.03 Identify the skills and knowledge needed by each of the travel professionals identified in (01).
21.04 Research a travel and tourism occupation.
21.05 Identify educational requirements and training to get to job in (04).
21.06 List the various responsibilities and jobs within this selected travel and tourism occupation in (04).
21.07 Write a job description for this selected travel and tourism occupation in (04).
21.08 Determine advancement opportunities for job (04).

22.0 IDENTIFY BASIC ECONOMIC CONCEPTS AS THEY RELATE TO TRAVEL AND TOURISM--The student will be able to:

22.01 Explain the role of marketing in the free enterprise system.
22.02 Compare and contrast economic systems.
22.03 Describe the channels of distribution as they relate to the travel and tourism industry.
22.04 Identify and discuss economic resources.
22.05 Discuss the role of the consumer in the free enterprise system.
22.06 Define the concept "supply and demand".
22.07 Identify and define four types of product utility.
22.08 Discuss the concept "multiplier effect".
22.09 Explain the term "leakage".
22.10 List ways tourist revenues flow out of a country.

23.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

23.01 Define entrepreneurship.
23.02 Describe the importance of entrepreneurship to the American economy.
23.03 List the advantages and disadvantages of business ownership.
23.04 Identify the risks involved in ownership of a business.
23.05 Identify the necessary personal characteristics of a successful entrepreneur.
23.06 Identify the business skills needed to operate a small business.

24.0 UNDERSTAND THE ROLE OF THE TRAVEL AGENCY--The student will be able to:

24.01 List primary functions for a retail travel agency.
24.02 Explain the role of the Airline Reporting Corporation (ARC) and discuss requirements for obtaining ARC approval.
24.03 Discuss vendor commissions and identify typical commission rates.
24.04 List five professional associations that support the travel and tourism industry.
24.05 Discuss staff requirements of a small agency.
24.06 Identify those products sold by a retail travel agency.

25.0 DETERMINE YOUR OWN POTENTIAL TO OWN/MANAGE A TRAVEL RELATED BUSINESS--The student will be able to:

25.01 Evaluate own ability to make decisions.
25.02 Evaluate own ability to solve problems.
25.03 Evaluate own ability to be creative.
25.04 Evaluate own ability for providing management.
25.05 Evaluate own ability for planning.
25.06 Evaluate own ability for coordinating operations.
25.07 Evaluate own ability for supervising personnel.
25.08 Evaluate own ability to make financial decisions.
25.09 Evaluate own ability to collect on debts.
25.10 Evaluate own ability for conducting public relations.
25.11 Evaluate own ability to manage stress.
25.12 Evaluate own ability to manage the negative effects of business on self.

25.13 Evaluate own ability to manage the negative effects of business on family and/or personal support group.

26.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

26.01 Perform tasks as outlined in the job performance skills plan.
26.02 Demonstrate job performance skills.
26.03 Maintain appropriate records.
26.04 Attain an acceptable level of productivity.
26.05 Demonstrate appropriate dress and grooming habits.

27.0 DEMONSTRATE WORK ETHICS--The student will be able to:

27.01 Follow directions.
27.02 Demonstrate good human relations skills on the job.
27.03 Demonstrate good work habits.
27.04 Demonstrate acceptable business ethics.

28.0 PERFORM MATH OPERATIONS UNIQUE TO TRAVEL RESERVATIONS--The student will be able to:

28.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
28.02 Calculate commissions.
28.03 Calculate combinations of fares.
28.04 Collect payments and disburse monies for all travel services.
28.05 Complete an invoice.
28.06 Compute totals and sales tax on a sales slip.

29.0 PERFORM COMMUNICATION ACTIVITIES UNIQUE TO TRAVEL RESERVATIONS--The student will be able to:

29.01 Keyboard an itinerary.
29.02 Keyboard a memo.
29.03 Keyboard a report.
29.04 Keyboard a resume.
29.05 Keyboard a letter.

30.0 IDENTIFY AND DEMONSTRATE WORD PROCESSING FUNCTIONS--The student will be able to:

30.01 Identify computer hardware and software.
30.02 Identify the relationship between a source document and a single transaction on a unit of record.
30.03 Sequence and define the steps of a processing cycle.

31.0 PERFORM DECISION MAKING ACTIVITIES--The student will be able to:

31.01 Choose appropriate action in situations requiring application of business ethics.

32.0 OPERATE DATA ENTRY EQUIPMENT--The student will be able to:

32.01 Set up work station following correct procedures for logging on and off system.
32.02 Prepare key entry format for data entry device.
32.03 Enter and verify data from source documents.
32.04 Add, modify, delete, and correct records in a file.
32.05 Locate information in a data file.

33.0 UNDERSTAND AND DEMONSTRATE PROFICIENCY USING A COMPUTER RESERVATION SYSTEM--The student will be able to:

33.01 Understand the keyboard.
33.02 Understand the display screen.
33.03 Define the term--agent's set.

34.0 IDENTIFY CODE NUMBERS AND LETTERS OF MAJOR DOMESTIC AIRLINES--The student will be able to:

34.01 Explain the importance and uses of airline code numbers and letters.
34.02 Identify sources of airline code numbers and letters.

35.0 DEMONSTRATE AN UNDERSTANDING OF THE USE OF AN OFFICIAL AIRLINE GUIDE (OAG)--The student will be able to:

35.01 Demonstrate an understanding of the most commonly used abbreviations.
35.02 Explain the use of the tables, including Class of Service, Frequency Code and Food Service.
35.03 Explain how "To/From" cities are organized.
35.04 Understand how flight information is displayed in the OAG.
35.05 Demonstrate ability to calculate flying time between different time zones.

36.0 DEMONSTRATE AN UNDERSTANDING OF PASSENGER NAME RECORDS (PNRS)--The student will be able to:

36.01 Identify and explain the five parts of the PNR.
36.02 Identify four optional parts of the PNR.
36.03 Create a PNR.
36.04 Enter coded ticketing information in a PNR.
36.05 Retrieve PNR from storage.
36.06 End a transaction to save PNR.
36.07 Modify PNR by changing passenger name, phone field, delete passenger data and reduce the number in the party.

37.0 DEMONSTRATE AN UNDERSTANDING OF OTHER SUPPLEMENTARY DATA--The student will be able to:

37.01 Define Supplementary data.
37.02 Master OSI (Other Service Information) and SSR (Special Services Requests) codes.

38.0 PERFORM FUNCTIONS THAT ARE ASSOCIATED WITH THE AIRLINE RESERVATIONS SYSTEM--The student will be able to:

38.01 Access and interpret fares.
38.02 Modify fares.
38.03 Display and interpret flight schedules.
38.04 Perform optional entries for accessing availability by connections, city, arrival time, class of service and carrier.
38.05 Sell airspace from an availability display.
38.06 Sell connections, wait list requests and book surface and open segments.
38.07 Cancel segment, cancel and rebook with one entry.
38.08 Demonstrate a functional understanding of how to handle a segment status change.

39.0 PERFORM FUNCTIONS ASSOCIATED WITH MAKING A HOTEL RESERVATION--The student will be able to:

39.01 Display a hotel index for a specific city.
39.02 Determine room types and rates.
39.03 Display hotel description.
39.04 Sell hotel space.
39.05 Enter guarantee information and room operations.
39.06 Modify hotel segment.
39.07 Record a hotel reservation booked with the property.
39.08 Recognize and display hotel codes.

40.0 PERFORM FUNCTIONS ASSOCIATED WITH THE CAR RENTAL INDUSTRY--The student will be able to:

40.01 Display car rental availability by pickup date, city and segment.
40.02 Book a car rental from availabilities display.
40.03 Obtain rental quotations and vendor policies and information.
40.04 Modify a car rental segment.
40.05 Identify common car-type codes.
40.06 Display index of car rental outlets in a designated city.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845110
Course Title: Travel and Tourism 1
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to introduce students to the skills necessary for success in the travel and tourism industry. Students will also have the opportunity to learn about travel and tourism terminology, the history of travel, and the various modes of travel.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS NECESSARY FOR SUCCESS IN TRAVEL AND TOURISM OCCUPATIONS--The student will be able to:

01.01 Secure information about careers in the travel and tourism industry.
01.02 Identify documents that may be required when applying for a job.
01.03 Complete a resume and a job application correctly.
01.04 Demonstrate competence in job interview techniques.
01.05 Identify acceptable work habits.
01.06 Identify how to make job changes appropriately.
01.07 Demonstrate acceptable personal hygiene.
01.08 Identify proper personal and business ethics.
01.09 Demonstrate a businesslike appearance.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN TRAVEL AND TOURISM OCCUPATIONS--The student will be able to:

02.01 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
02.02 Use a personality inventory for personal improvement.
02.03 Exhibit the ability to get along with others.
02.04 Discuss the importance of human relations.
02.05 Develop and demonstrate the unique human relations skills needed for successful entry and progress in travel and tourism occupation selected by the student as a career objective.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Demonstrate a proficiency in the effective use of speech and travel and tourism vocabulary.
03.02 Explain the importance of good listening skills.
03.03 Discuss the role communication plays in marketing.
03.04 Demonstrate the components of the communication process.
03.05 Demonstrate effective written communications skills.
03.06 Demonstrate effective oral communications skills.

04.0 PERFORM MATHEMATICAL OPERATIONS UNIQUE TO TRAVEL AND TOURISM OCCUPATIONS--The student will be able to:

04.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
04.02 Calculate commissions.
04.03 Calculate actual flying time and time zone difference.
04.04 Calculate currency exchange rates.
04.05 Calculate combinations of fares.
04.06 Calculate mileage and fare construction unit problems.
04.07 Collect payments and disburse monies for all travel services.
04.08 Perform refunds exchange transactions for travel-related services such as airline tickets, cruise and tour payments.

05.0 UNDERSTAND BASIC ECONOMIC PRINCIPLES AS RELATED TO THE TRAVEL AND TOURISM INDUSTRY--The student will be able to:

05.01 State and compare the three major types of economic systems.
05.02 Explain the purpose of marketing in the free enterprise system.
05.03 Explain the role of the profit motive.
05.04 Explain the concept of supply and demand.
05.05 Identify economic resources.
05.06 Identify the advantages and disadvantages of the legal forms of business ownership.
05.07 Analyze statistics on the impact of tourism on local, state, and national economics.

06.0 DEMONSTRATE KNOWLEDGE OF THE TRAVEL AND TOURISM INDUSTRY--The student will be able to:

06.01 Define terms commonly used in the travel and tourism industry.
06.02 Determine the major components of the travel industry.
06.03 Assess the special requirements of working in a service oriented industry.
06.04 Understand the concept of perishability and seasonality of travel and tourism products.
06.05 Recognize the need for quality assurance in travel related businesses.
06.06 Identify businesses involved in hospitality.
06.07 Differentiate between international, domestic, and local travel.
06.08 Locate various destinations on a world map.
06.09 Identify and cite the sources of the major travel documents needed by travelers.
06.10 Recognize the problems caused by improper documentation.
06.11 Identify and understand the use of reference tools for the travel and tourism industry.

07.0 UNDERSTAND THE HISTORY OF THE TRAVEL INDUSTRY--The student will be able to:

07.01 Trace the history of the relative importance of the various travel modes.

07.02 Identify technological advancement within the travel and tourism industry.

08.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE SURFACE TRAVEL INDUSTRY--The student will be able to:

08.01 Identify the modes of surface travel.
08.02 Discuss the benefit of travel by each of the surface transportation modes.
08.03 Compare and contrast the major rail systems found in Europe, Great Britain, and the United States.
08.04 Identify the use of motorcoach transportation.
08.05 Discuss the use of the R. V. (recreational vehicle) as a mode of transportation.
08.06 List the names of the largest car rental chains in the United States.
08.07 Identify rental car categories.
08.08 Identify common car rental rates.
08.09 List items of information required for a car rental reservation.
08.10 Describe the interface between surface travel and other transportation modes.
08.11 Compare and contrast urban and rural public transportation.
08.12 List and describe the largest urban public transportation systems in the United States.

09.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE CRUISE INDUSTRY--The student will be able to:

09.01 Identify the modes of sea travel.
09.02 Identify the important facts in researching cruises.
09.03 Demonstrate a functional understanding of a cruise ship including the deck plan and stateroom accommodations.
09.04 List the most popular cruise areas and itineraries.
09.05 Discuss the items of information required for a cruise booking.
09.06 Discuss the concept of the cruise ship as a floating hotel.

10.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE AIRLINE INDUSTRY--The student will be able to:

10.01 Distinguish between types of aircraft in service today.
10.02 List four classifications of official airlines and provide examples of each.
10.03 Identify the carrier codes for major domestic and international airlines.
10.04 Identify primary hubs utilized by major domestic carriers.
10.05 Demonstrate an understanding of passenger roles governing air travel.
10.06 Demonstrate a functional understanding of the organization and the utilization of the North American edition of the Official Airline Guide (OAS).
10.07 Demonstrate a functional understanding of airline tickets and ticketing procedures.

10.08 Demonstrate a functional understanding of international fares or ticketing.
10.09 Demonstrate a knowledge and understanding of ticketless travel.

11.0 UNDERSTAND FACTS AND PRINCIPLES RELATED TO THE HOTEL, MOTEL, AND RESORT INDUSTRY--The student will be able to:

11.01 Compare and contrast features of various lodging establishments.
11.02 Demonstrate a functional understanding of rating, coding and rates.
11.03 Demonstrate an understanding of meal plans.
11.04 List the items of information required to place a hotel reservation.
11.05 Identify four methods of guaranteeing a hotel reservation.

12.0 IDENTIFY CAREERS IN THE TRAVEL AND TOURISM INDUSTRY--The student will be able to:

12.01 List five travel related jobs in each of the following industries: Airline, cruise, surface travel, hotel/motel and resort.
12.02 Explain the duties of each of the travel professionals identified.
12.03 Identify the skills and knowledge needed by the travel professional.
12.04 Identify the advantages and disadvantages of working in the travel industry.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845120
Course Title: Travel and Tourism 2
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to provide students necessary career specific instruction in travel and tourism. Students will learn sales techniques, marketing principles, and entrepreneur-ship skills necessary to succeed in the travel and tourism industry.

13.0 UNDERSTAND THE CONCEPT OF DESTINATION DEVELOPMENT--The student will be able to:

13.01 Explain what attracts travelers to different locations.
13.02 Understand the role of government in destination development.
13.03 Identify the four stages of the Destination Life Cycle.
13.04 Explain the concept - Multiplier Effect.
13.05 Compare positive and negative effects of destination development on local culture.

14.0 UNDERSTAND THE CONCEPT OF RECREATION BUSINESS--The student will be able to:

14.01 Compare public recreation to commercial recreation.
14.02 Give examples of national forests.
14.03 Give examples of state parks.
14.04 Give examples of local parks.
14.05 Give examples of museums.
14.06 Give examples of zoos and aquariums.
14.07 Give examples of fairs and festivals.
14.08 Give examples of theme parks.
14.09 Give examples of amusement parks and circuses.
14.10 Explain the difference between a spectator sport and recreational sport.

15.0 UNDERSTAND THE DEVELOPMENT OF THE TOUR PACKAGE--The student will be able to:

15.01 List the components of a tour package.
15.02 Explain the role of the tour operator.
15.03 Explain six different types of tours.
15.04 List terms and conditions that would appear on the back of a brochure.
15.05 Identify the four main stages in the development of a tour package.
15.06 Compare advantages and disadvantages of a charter.
15.07 Understand charter terms and concepts.

15.08 Understand and explain the difference between the direct and three indirect channels of distribution for a tour package.

16.0 EXPLAIN THE ROLE OF BUSINESS TRAVEL--The student will be able to:

16.01 Explain why people travel for business.
16.02 Explain how businesses attempt to control travel expenses.
16.03 Explain the concept of frequent flyer programs.
16.04 Identify three types of hotel accommodations offered to the business traveler.
16.05 List the special services that hotels offer the business traveler.
16.06 Discuss the role of the business travel department and the corporate travel agency.

17.0 UNDERSTAND THE IMPACT OF MEETINGS CONVENTIONS, AND INCENTIVE TRAVEL--The student will be able to:

17.01 Identify factors affecting convention site selection.
17.02 List the different types of meetings.
17.03 Identify the various associations that hold meetings.
17.04 Identify six types of corporate meetings.
17.05 Identify characteristics of the corporate market.
17.06 Describe the role of the meeting planner.
17.07 Compare pure incentive travel to sales incentive travel.
17.08 Compare trade shows to exhibitions.
17.09 Differentiate between a destination selection company and a destination management company.

18.0 UNDERSTAND MARKETING PRINCIPLES AS THEY RELATE TO TRAVEL AND TOURISM--The student will be able to:

18.01 Identify the elements involved in the marketing process.
18.02 Discuss the importance of marketing research in the development of marketing strategies.
18.03 Identify and explain the levels of human need according to Maslow.
18.04 Discuss the various product decisions made by the travel suppliers/businesses.
18.05 Identify the elements which must be considered when establishing price.
18.06 Diagram and explain the various channels of distribution used in the travel and tourism industry.
18.07 Distinguish between marketing and sales.
18.08 List and contrast the various types of advertising media used by the travel and tourism industry.
18.09 Identify the major sales promotion techniques.
18.10 Explain how public relations differs from advertising.
18.11 Explain the role of travel and tourism organizations and other organizations that promote travel.

19.0 PREPARE A SIMPLE MARKETING PLAN FOR A SPECIFIC TRAVEL RELATED BUSINESS--The student will be able to:

19.01 Develop print ads.
19.02 Write copy for radio spots.
19.03 Prepare advertising for billboards.
19.04 Write copy and develop a brochure.
19.05 Prepare a press release.
19.06 Prepare a questionnaire for guests.

20.0 UTILIZE EFFECTIVE SALES TECHNIQUES AND PROCEDURES IN THE SELLING OF TRAVEL PRODUCTS--The student will be able to:

20.01 Identify six traits needed to be an effective sales professional.
20.02 Identify 20 emotive words and explain why these should be used.
20.03 Identify the five "w" questions for eliciting client information.
20.04 Explain the four basic processes involved with qualifying the client.
20.05 Discuss and give examples of presented, underlying, and expandable needs.
20.06 Identify five obstacles to a travel sale.
20.07 Identify five common verbal communication flaws.
20.08 Demonstrate techniques for handling incoming client calls.
20.09 Discuss the six steps involved in a travel sale.
20.10 Demonstrate techniques for handling complaints.

21.0 DEVELOP A PLAN FOR TENTATIVE CAREER IN TRAVEL AND TOURISM--The student will be able to:

21.01 List travel related jobs in each of the following industries: destination development, recreation business, tour industry, business travel and meetings, convention and incentive travel.
21.02 Explain the duties of each of the travel professionals identified in (01).
21.03 Identify the skills and knowledge needed by each of the travel professionals identified in (01).
21.04 Research a travel and tourism occupation.
21.05 Identify educational requirements and training to get to job in (04).
21.06 List the various responsibilities and jobs within this selected travel and tourism occupation in (04).
21.07 Write a job description for this selected travel and tourism occupation in (04).
21.08 Determine advancement opportunities for job (04).

22.0 IDENTIFY BASIC ECONOMIC CONCEPTS AS THEY RELATE TO TRAVEL AND TOURISM--The student will be able to:

22.01 Explain the role of marketing in the free enterprise system.
22.02 Compare and contrast economic systems.
22.03 Describe the channels of distribution as they relate to the travel and tourism industry.
22.04 Identify and discuss economic resources.
22.05 Discuss the role of the consumer in the free enterprise system.
22.06 Define the concept "supply and demand".

22.07 Identify and define four types of product utility.
22.08 Discuss the concept "multiplier effect".
22.09 Explain the term "leakage".
22.10 List ways tourist revenues flow out of a country.

23.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

23.01 Define entrepreneurship.
23.02 Describe the importance of entrepreneurship to the American economy.
23.03 List the advantages and disadvantages of business ownership.
23.04 Identify the risks involved in ownership of a business.
23.05 Identify the necessary personal characteristics of a successful entrepreneur.
23.06 Identify the business skills needed to operate a small business.

24.0 UNDERSTAND THE ROLE OF THE TRAVEL AGENCY--The student will be able to:

24.01 List primary functions for a retail travel agency.
24.02 Explain the role of the Airline Reporting Corporation (ARC) and discuss requirements for obtaining ARC approval.
24.03 Discuss vendor commissions and identify typical commission rates.
24.04 List five professional associations that support the travel and tourism industry.
24.05 Discuss staff requirements of a small agency.
24.06 Identify those products sold by a retail travel agency.

25.0 DETERMINE YOUR OWN POTENTIAL TO OWN/MANAGE A TRAVEL RELATED BUSINESS--The student will be able to:

25.01 Evaluate own ability to make decisions.
25.02 Evaluate own ability to solve problems.
25.03 Evaluate own ability to be creative.
25.04 Evaluate own ability for providing management.
25.05 Evaluate own ability for planning.
25.06 Evaluate own ability for coordinating operations.
25.07 Evaluate own ability for supervising personnel.
25.08 Evaluate own ability to make financial decisions.
25.09 Evaluate own ability to collect on debts.
25.10 Evaluate own ability for conducting public relations.
25.11 Evaluate own ability to manage stress.
25.12 Evaluate own ability to manage the negative effects of business on self.
25.13 Evaluate own ability to manage the negative effects of business on family and/or personal support group.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845130
Course Title: Travel and Tourism Internship
Course Credit: 1

COURSE DESCRIPTION:

The travel and tourism internship course provides students the opportunity to demonstrate human relations, communications, and employability skills necessary for entry-level employment in the travel and tourism industry. Additionally, it will enhance the instruction and competencies developed through classroom instruction.

26.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

- 26.01 Perform tasks as outlined in the job performance skills plan.
- 26.02 Demonstrate job performance skills.
- 26.03 Maintain appropriate records.
- 26.04 Attain an acceptable level of productivity.
- 26.05 Demonstrate appropriate dress and grooming habits.

27.0 DEMONSTRATE WORK ETHICS--The student will be able to:

- 27.01 Follow directions.
- 27.02 Demonstrate good human relations skills on the job.
- 27.03 Demonstrate good work habits.
- 27.04 Demonstrate acceptable business ethics.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845140
Course Title: Computer Applications for Tourism
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide an introduction to computers and to develop entry-level skills for computer-related careers in the travel and tourism industry.

28.0 PERFORM MATH OPERATIONS UNIQUE TO TRAVEL RESERVATIONS--The student will be able to:

- 28.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
- 28.02 Calculate commissions.
- 28.03 Calculate combinations of fares.
- 28.04 Collect payments and disburse monies for all travel services.
- 28.05 Complete an invoice.
- 28.06 Compute totals and sales tax on a sales slip.

29.0 PERFORM COMMUNICATION ACTIVITIES UNIQUE TO TRAVEL RESERVATIONS--The student will be able to:

- 29.01 Keyboard an itinerary.
- 29.02 Keyboard a memo.
- 29.03 Keyboard a report.
- 29.04 Keyboard a resume.
- 29.05 Keyboard a letter.

30.0 IDENTIFY AND DEMONSTRATE WORD PROCESSING FUNCTIONS--The student will be able to:

- 30.01 Identify computer hardware and software.
- 30.02 Identify the relationship between a source document and a single transaction on a unit of record.
- 30.03 Sequence and define the steps of a processing cycle.

31.0 PERFORM DECISION MAKING ACTIVITIES--The student will be able to:

- 31.01 Choose appropriate action in situations requiring application of business ethics.

32.0 OPERATE DATA ENTRY EQUIPMENT--The student will be able to:

- 32.01 Set up work station following correct procedures for logging on and off system.
- 32.02 Prepare key entry format for data entry device.

32.03 Enter and verify data from source documents.
32.04 Add, modify, delete, and correct records in a file.
32.05 Locate information in a data file.

33.0 UNDERSTAND AND DEMONSTRATE PROFICIENCY USING A COMPUTER RESERVATION SYSTEM--The student will be able to:

33.01 Understand the keyboard.
33.02 Understand the display screen.
33.03 Define the term--agent's set.

34.0 IDENTIFY CODE NUMBERS AND LETTERS OF MAJOR DOMESTIC AIRLINES--The student will be able to:

34.01 Explain the importance and uses of airline code numbers and letters.
34.02 Identify sources of airline code numbers and letters.

35.0 DEMONSTRATE AN UNDERSTANDING OF THE USE OF AN OFFICIAL AIRLINE GUIDE (OAG)--The student will be able to:

35.01 Demonstrate an understanding of the most commonly used abbreviations.
35.02 Explain the use of the tables, including Class of Service, Frequency Code and Food Service.
35.03 Explain how "To/From" cities are organized.
35.04 Understand how flight information is displayed in the OAG.
35.05 Demonstrate ability to calculate flying time between different time zones.

36.0 DEMONSTRATE AN UNDERSTANDING OF PASSENGER NAME RECORDS (PNRS)--The student will be able to:

36.01 Identify and explain the five parts of the PNR.
36.02 Identify four optional parts of the PNR.
36.03 Create a PNR.
36.04 Enter coded ticketing information in a PNR.
36.05 Retrieve PNR from storage.
36.06 End a transaction to save PNR.
36.07 Modify PNR by changing passenger name, phone field, delete passenger data and reduce the number in the party.

37.0 DEMONSTRATE AN UNDERSTANDING OF OTHER SUPPLEMENTARY DATA--The student will be able to:

37.01 Define Supplementary data.
37.02 Master OSI (Other Service Information) and SSR (Special Services Requests) codes.

38.0 PERFORM FUNCTIONS THAT ARE ASSOCIATED WITH THE AIRLINE RESERVATIONS SYSTEM--The student will be able to:

38.01 Access and interpret fares.
38.02 Modify fares.

38.03 Display and interpret flight schedules.
38.04 Perform optional entries for accessing availability by connections, city, arrival time, class of service and carrier.
38.05 Sell airspace from an availability display.
38.06 Sell connections, wait list requests and book surface and open segments.
38.07 Cancel segment, cancel and rebook with one entry.
38.08 Demonstrate a functional understanding of how to handle a segment status change.

39.0 PERFORM FUNCTIONS ASSOCIATED WITH MAKING A HOTEL RESERVATION--The student will be able to:

39.01 Display a hotel index for a specific city.
39.02 Determine room types and rates.
39.03 Display hotel description.
39.04 Sell hotel space.
39.05 Enter guarantee information and room operations.
39.06 Modify hotel segment.
39.07 Record a hotel reservation booked with the property.
39.08 Recognize and display hotel codes.

40.0 PERFORM FUNCTIONS ASSOCIATED WITH THE CAR RENTAL INDUSTRY--The student will be able to:

40.01 Display car rental availability by pickup date, city and segment.
40.02 Book a car rental from availabilities display.
40.03 Obtain rental quotations and vendor policies and information.
40.04 Modify a car rental segment.
40.05 Identify common car-type codes.
40.06 Display index of car rental outlets in a designated city.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Business Ownership	
Occupational Area:	Marketing	
	Secondary	PSAV
Program Numbers	**8812000**	**M618020**
CIP Number	0206.180100	0206.180100
Grade Level	9-12, 30, 31	30, 31
Length	1 credits	150 hours
Certification	RETAILING @7 G	MKTG MGMT @7 G
	TEACH CDE @7	RETAILING @7 G
	MKTG 1 @2	TEACH CDE @7
	DIST ED @7	DIST ED @7
	WHOLESAL @7G	WHOLESAL @7 G
	MKTG MGMT @7 G	MKTG 1 @2

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students as entrepreneurs, introduce students to the concept of entrepreneurship, present entrepreneurship as a career path that is worthy of consideration, provide students with the skills needed to realistically evaluate their potential as a business owner and develop the fundamental knowledge and skills necessary to start and operate their own business.

The content includes the essential competencies required to operate a small business.

II. **LABORATORY ACTIVITIES**: Simulated business planning and operation of a simulated business are an important part of the instruction of this course.

III. **SPECIAL NOTE**: DECA, an Association of Marketing Students (secondary), and Delta Epsilon Chi, an Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

When the cooperative method of instruction is used, steps should be taken to ensure that each student in the Business Ownership program receives on-the-job experiences designed to develop entrepreneurial management level competencies. The intent is to provide opportunities for the student to be exposed to management level decision making by participating in the process as much as possible. The cooperative development of the student training plan to include entrepreneurial tasks is essential to assure the success of the student in the accomplishment of the objectives of the program.

If this program is offered for 450 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program must have been reviewed, and a "transfer value" assigned to the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 150 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES**: After successfully completing this program, the student will be able to:

01.0 Explain the concept and importance of entrepreneur-ship.
02.0 Determine the advantages and disadvantages of becoming an entrepreneur.
03.0 Evaluate their potential as entrepreneurs.
04.0 List the components of a business plan and understand how such a plan contributes to small business success.
05.0 Identify the factors that should be considered in determining the location of a business.
06.0 Develop a marketing strategy for a small business.
07.0 Develop a financial plan for a small business.
08.0 Determine how to obtain financing and select the type of ownership for a business.
09.0 Exhibit the knowledge of how to market a product/ service.

10.0 Explain the role of management the entrepreneur must assume in the operation of a small business.

11.0 Plan, develop and operate a simulated business.

12.0 Operate computers utilizing software appropriate to marketing.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Business Ownership
Secondary Number: 8812000
Postsecondary Number: M618020

01.0 EXPLAIN THE CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:

01.01 Define "entrepreneurship".
01.02 Define "entrepreneurs".
01.03 Discuss the importance of entrepreneurship to the American economy.

02.0 DETERMINE THE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:

02.01 List the advantages of ownership of a small business.
02.02 List the disadvantages of ownership of a small business.
02.03 Identify the risks involved in ownership of a small business.

03.0 EVALUATE THEIR POTENTIAL AS ENTREPRENEURS--The student will be able to:

03.01 Identify the necessary personal qualities of the successful entrepreneur.
03.02 Identify the business/management skills needed to operate a small business efficiently and effectively.

04.0 LIST THE COMPONENTS OF A BUSINESS PLAN AND UNDERSTAND HOW SUCH A PLAN CONTRIBUTES TO SMALL BUSINESS SUCCESS--The student will be able to:

04.01 Identify the components of a business plan.
04.02 Discuss the importance of a business plan.
04.03 Complete a business plan worksheet.

05.0 IDENTIFY THE FACTORS THAT SHOULD BE CONSIDERED IN DETERMINING THE LOCATION OF A BUSINESS--The student will be able to:

05.01 Discuss the factors to be considered when selecting the city or town.
05.02 Discuss the factors to be considered when choosing an area of the city or town.
05.03 Discuss the factors to be considered when pinpointing a specific site.
05.04 Discuss the factors to be considered when evaluating a specific building.

06.0 DEVELOP A MARKETING STRATEGY FOR A SMALL BUSINESS--The student will be able to:

06.01 Define and develop a customer profile.
06.02 Explain the importance of store image.

06.03 Explain the importance of determining a price line.
06.04 Explain the importance of determining a product policy.
06.05 Explain the importance of determining a customer service policy.
06.06 Develop a marketing plan for a simulated business.

07.0 DEVELOP A FINANCIAL PLAN FOR A SMALL BUSINESS--The student will be able to:

07.01 Define "capital" and estimate the dollar amount needed to open a business.
07.02 Project monthly and annual business income for the first year of operation.
07.03 Estimate annual and monthly cash flow for the first year of operation.
07.04 Calculate the sales volume required for the first year of operation.
07.05 Prepare a statement of opening assets, liabilities, and net worth for your business.
07.06 Prepare a cash flow projection for a simulated business.

08.0 DETERMINE HOW TO OBTAIN FINANCING AND SELECT THE TYPE OF OWNERSHIP FOR A BUSINESS--The student will be able to:

08.01 Identify sources of funds.
08.02 Prepare a loan application.
08.03 Identify the types of business ownership.
08.04 Identify the features of each type of business ownership.

09.0 EXHIBIT THE KNOWLEDGE OF HOW TO MARKET A PRODUCT/SERVICE--The student will be able to:

09.01 Define the concept of sales promotion.
09.02 Compare the major methods of sales promotion used by small businesses.
09.03 Discuss the role of advertising in a small business.
09.04 Discuss the role of selling in a small business.
09.05 Justify the importance of a public relations program for a small business.
09.06 Plan the marketing strategy for a simulated business.

10.0 EXPLAIN THE ROLE OF MANAGEMENT THE ENTREPRENEUR MUST ASSUME IN THE OPERATION OF A SMALL BUSINESS--The student will be able to:

10.01 Define and explain the "functions of management."
10.02 Define "organizational chart" and explain its importance.
10.03 Discuss the steps in the hiring of employees.
10.04 Discuss the various aspects of supervision of employees.
10.05 Define "control" and explain its importance in operating a business.
10.06 Discuss the relationship of government (federal, state and local) to a small business and give examples of regulations that affect a small business.

10.07 Explain the various types of taxes that affect a small business.
10.08 Identify sources of technical assistance for the small business owner.

11.0 PLAN, DEVELOP AND OPERATE A SIMULATED BUSINESS--The student will be able to:

11.01 Select a business venture.
11.02 Develop a business plan.
11.03 Describe the way the business will operate.

12.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

12.01 Demonstrate data entry procedures.
12.02 Demonstrate merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
12.03 Demonstrate marketing spreadsheet data entry and output procedures.
12.04 Demonstrate marketing spreadsheet data decision making skills.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Customer Service Technology
Occupational Area:	Marketing
	PSV
CIP Number	0208.999900
Grade Level	College Credits
Length	AS Degree - 62 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment in customer service occupations such as customer services manager, supervisor of shipping and delivery, customer services representative, manager of credit and collections, credit manager, manager of mail and phone sales, supervisor of alterations and installations, public relations specialists (information and advice), customer conveniences manager (service desk, telephones, waiting rooms, parking, etc.), consultant (bridal, financial, interior design, etc.), and all other service sales occupations (43099284) in general, adjustment clerks (53123297), the program is designed to prepare students for employment in the middle management or specialists positions involving customer service activities in all industry areas of marketing and in all institutions of marketing (retail, wholesale, services) or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes developing service policy, analyzing strategic service components, financial management of service operations, personnel management, selling, sales promotion and research of offerings and activities considered "value added" or "product support" services. (Note: The "value added" of "product support" approach to the instruction of customer services is used to distinguish the content from "service marketing" whereby the nature of products are intangible as contrasted with tangible goods or merchandise.)

Instruction is structured to meet the requirements for gainful employment at the managerial-supervisory level in industry areas such as Fashion Marketing, Finance and Credit, Floristry, Food, Import/Export Marketing and virtually all other industry categories.

II. **LABORATORY ACTIVITIES**: Laboratory activities are not required.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 62.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in customer service occupations.
02.0 Demonstrate the ability to communicate skillfully.
03.0 Utilize effective techniques and procedures for selling customer services.
04.0 Demonstrate knowledge of the organizational structure of marketing institutions as they relate to customer services functions.
05.0 Identify terminology unique to customer service operations.
06.0 Demonstrate knowledge of basic functions and operations found in marketing organizations.
07.0 Demonstrate employability skills.
08.0 Demonstrate security procedures and detection of fraud, theft and other losses.
09.0 Demonstrate basic math operations relevant to the performance of functions of managerial, supervisory and specialist positions in customer services.
10.0 Plan customer service offerings appropriate for different marketing organizations, market segments and products.
11.0 Demonstrate knowledge of the identification and classification of customer services.
12.0 Demonstrate techniques for measuring the effectiveness of various customer services.
13.0 Demonstrate a knowledge of basic economic principles.
14.0 Demonstrate knowledge of pricing strategies under various market conditions.
15.0 Understand the role of manager and entrepreneur.
16.0 Comply with government regulations.
17.0 Manage human resources.
18.0 Promote the sale of customer services.
19.0 Prepare financial forecasts and budgets for customer service offerings.
20.0 Understand the importance of management information systems.
21.0 Operate computers and other equipment appropriate to marketing and managing customer services.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Customer Service Technology
Secondary Number:
Postsecondary Number: 0208.999900

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN CUSTOMER SERVICE OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the customer service occupations of marketing occupations selected as a career objective.
01.07 Differentiate between an acceptable and unacceptable code of business ethical conduct.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Demonstrate effective telephone usage and courtesy.
02.02 Give oral reports to demonstrate the ability to effectively express oneself before a group.
02.03 Demonstrate good customer communications through role playing.
02.04 Understand communication concepts, goals, skills and criteria.
02.05 Organize and prepare verbal and visual reports using appropriate media.
02.06 Prepare different categories/structures of messages.

03.0 UTILIZE EFFECTIVE TECHNIQUES AND PROCEDURES FOR SELLING CUSTOMER SERVICES--The student will be able to:

03.01 Demonstrate how to expand the total sales volume by selling complimentary services to the main product(s).
03.02 Demonstrate a knowledge of current and potential customer services offered by selected marketing organizations.
03.03 Demonstrate the ability to determine the individual customer's need for specific types of product support customer services.
03.04 Explain the "value added" concept as it applies to customer services.
03.05 Explain the concept of "product" as an ingredient in the marketing mix.
03.06 Explain the relationship of economic utilities and customer services.
03.07 Develop a written feature-benefit analysis sheet for a specified customer service.

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03.08 Effectively critique a sales demonstration involving customer services.

04.0 DEMONSTRATE KNOWLEDGE OF THE ORGANIZATIONAL STRUCTURE OF MARKETING INSTITUTIONS AS THEY INVOLVE CUSTOMER SERVICE FUNCTIONS--The student will be able to:

04.01 Identify customer service occupations in various wholesale, retail and marketing services organizations.
04.02 Identify positions within selected marketing organizations responsible for determining policies regarding customer service offerings and operations.
04.03 Demonstrate the need for coordinating the planning and administration of customer service offerings within selected marketing firms.
04.04 Explain the concept of centralized and decentralized organizational structure in the management and operation of customer services.
04.05 Diagram the form of departmentalization structures for functional, product, territorial and a matrix organization showing the level(s) of customer service on each organizational chart.

05.0 IDENTIFY TERMINOLOGY UNIQUE TO CUSTOMER SERVICES OPERATIONS--The student will be able to:

05.01 Identify and define commonly used customer services terms such as credit, adjustments, complaints, and delivery service.
05.02 Identify and record customer services data using correct terminology.

06.0 DEMONSTRATE KNOWLEDGE OF BASIC FUNCTIONS AND OPERATIONS PERFORMED BY MARKETING ORGANIZATIONS--The student will be able to:

06.01 Identify customer services appropriate to or supplied by various functional divisions of selected marketing firms. (i.e. merchandising, sales promotion, personnel, operations, financial control).
06.02 List the main activities carried out by personnel employed in the main functional divisions listed in 06.01 above.
06.03 Interpret organizational charts of marketing organizations with regards to authority, communications, responsibility, specialization and control.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Conduct a job search in the area of customer services.
07.02 Secure information about jobs.
07.03 Identify documents that may be required when applying for a job.
07.04 Complete a personal resume.
07.05 Complete a job application form correctly.
07.06 Demonstrate competence in job interview techniques.

07.07 Identify and demonstrate appropriate responses to criticism from superiors.
07.08 Identify and demonstrate acceptable work habits.
07.09 Demonstrate knowledge of how to make job changes appropriately.
07.10 Demonstrate acceptable health habits.

08.0 DEMONSTRATE SECURITY PROCEDURES AND DETECTION OF FRAUD, THEFT AND OTHER LOSSES--The student will be able to:

08.01 Prepare policy statements for a selected business that will help in minimizing losses due to error, theft or fraud.
08.02 Determine appropriate sources, coverage and procedures for reducing losses due to theft, fire error, fraud, etc.

09.0 DEMONSTRATE BASIC MATH OPERATIONS RELEVANT TO THE PERFORMANCE OF FUNCTIONS OF MANAGERIAL SUPERVISORY AND SPECIALIST POSITIONS IN CUSTOMER SERVICES--The student will be able to:

09.01 Perform basic computational operations.
09.02 Demonstrate correct procedures for handling major types of sales transactions.
09.03 Calculate turnover rate.
09.04 Calculate stock to sales ratio.
09.05 Calculate price given necessary data.
09.06 Calculate markup as percentage of cost or retail.
09.07 Calculate markdowns.
09.08 Calculate open-to-buy.
09.09 Complete an invoice, purchase order return, packing skip.
09.10 Calculate discount dates, due dates, and amount of payment.
09.11 Calculate amount of merchandise and supplies to be reordered.
09.12 Calculate minimum stock, maximum stock, and average stocks.
09.13 Determine total costs, costs per unit, average costs, cost per square foot, selling costs, labor costs and other cost data.

10.0 PLAN CUSTOMER SERVICE OFFERINGS APPROPRIATE FOR DIFFERENT MARKETING ORGANIZATIONS, MARKET SEGMENTS, AND PRODUCTS--The student will be able to:

10.01 Compile in writing the supportive complimentary customer services for marketing of selected products to firms in the production and manufacturing industries.
10.02 Compile in writing appropriate customer services for marketing to specified intermediate traders in the marketing channels.
10.03 Compile in writing appropriate customer services for specified retailers to market to ultimate consumers.
10.04 Compile in writing appropriate customer services for selected service enterprise.

11.0 DEMONSTRATE KNOWLEDGE OF THE IDENTIFICATION AND CLASSIFICATION OF CUSTOMER SERVICE--The student will be able to:

11.01 Classify customer services according to nature and characteristics of the activity.

11.02 Classify customer services according to various utilities provided the customer.
11.03 Classify customer services considered primary or essential and those considered secondary or optional by the marketing firm.
11.04 Explain the "service mix" concept.

12.0 DEMONSTRATE TECHNIQUES FOR MEASURING THE EFFECTIVENESS OF VARIOUS CUSTOMER SERVICES -The student will be able to:

12.01 Prepare a customer service response questionnaire.
12.02 Prepare a policy statement regarding customer satisfaction.
12.03 Monitor and record sales data involving various combinations of the service mix.
12.04 Conduct cost studies of service operations and activities.

13.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

13.01 Explain the role of marketing in the private enterprise system.
13.02 Compare the three major types of economic systems.
13.03 Identify the components of the channels of distribution.
13.04 Define economic resources.
13.05 Discuss the role of the consumer in the private enterprise system.
13.06 Define the concept of "supply and demand" factors.
13.07 Identify the functions of marketing
13.08 Identify the economic utilities.
13.09 Explain the elements in the marketing mix.
13.10 Differentiate between the three basic categories of consumer goods. (convenience, shopping, and specialty)
13.11 List the major components of the GNP.

14.0 DEMONSTRATE KNOWLEDGE OF PRICING STRATEGIES UNDER VARIOUS MARKET CONDITIONS--The student will be able to:

14.01 Identify major pricing policies.
14.02 Select appropriate pricing policy for entering specific market segment.
14.03 Relate pricing strategies to different stages of product life cycle.
14.04 Analyze pricing structure under specified market conditions.

15.0 UNDERSTAND THE ROLE OF THE MANAGER AND ENTREPRENEUR--The student will be able to:

15.01 Consider the personal qualifications and abilities needed to manage a marketing organization or operations.
15.02 Evaluate the personal potential for decision making, problem solving, risk taking, and creativity.
15.03 Determine the personal potential for planning, organizing, staffing budgeting, controlling, and coordinating the activities of a marketing organization or activity.

16.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

16.01 Appraise the effects of various regulations on business operations.
16.02 Acquire necessary information to comply with various rules and regulations affecting business.
16.03 Develop policies for insuring compliance with government regulations.

17.0 MANAGE HUMAN RESOURCES--The student will be able to:

17.01 Write a job description for a position in customer services.
17.02 Develop a training program for employees.
17.03 Demonstrate how to effectively train individual and groups of employees.
17.04 Develop personnel policies for employees in a marketing business.
17.05 Develop a system for evaluating employees.
17.06 Plan and demonstrate a corrective interview with an employee concerning a selected problem.
17.07 Develop a recruitment/selection and retention program for employees.
17.08 Develop an effective compensation plan for employees in customer services.

18.0 PROMOTE THE SALE OF CUSTOMER SERVICES--The student will be able to:

18.01 Prepare promotional plans for pursuing long and short range objectives.
18.02 Select appropriate media for various objectives.
18.03 Creatively utilize the components of the sales promotion mix to maximize accomplishment of objectives.
18.04 Write effective selling messages.
18.05 Measure the effectiveness of selected promotional activities.

19.0 PREPARE FINANCIAL FORECASTS AND BUDGETS FOR CUSTOMER SERVICES OFFERINGS--The student will be able to:

19.01 Keep and interpret past financial records of customer services activities including revenue and costs.
19.02 Set up a system for projecting revenue and expenditures for customer services operations.
19.03 Classify customer services on basis of costs, break-even or profit centers.

20.0 UNDERSTAND THE IMPORTANCE OF MANAGEMENT INFORMATION SYSTEMS--The student will be able to:

20.01 Identify relevant management information based on business' existing records.
20.02 Identify appropriate information at various management decision making levels.
20.03 Identify appropriate applications for computer usage.

21.0 OPERATE COMPUTERS AND OTHER EQUIPMENT APPROPRIATE TO MARKETING AND MANAGING CUSTOMER SERVICES--The student will be able to:

21.01 Obtain and transmit credit information.

21.02 Obtain information, schedule, place orders, and route using phone, fax, C.P.U., cash register, and other communications and calculating devices.

21.03 Demonstrate merchandising and operations data entry procedures such as prices, sales, inventory changes, costs and reductions.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Fashion Marketing Management
Occupational Area: Marketing

PSV

CIP Number	0206.140110
Grade Level	College Credits
Length	AS Degree - 63 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment in the apparel/accessories industry as display managers, department manager (189.167-022), buyers, sales managers, merchandise managers, floor managers, or manager-owners or to provide supplemental training for those persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of the selling, buying, transporting, storing, advertising, displaying and financing goods and services in the fashion marketing industry.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Retail store merchandising activities should be provided.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 63 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in marketing occupations.
02.0 Demonstrate the ability to communicate skillfully.

03.0 Utilize effective selling techniques and procedures.
04.0 Apply sales promotion techniques and procedures to the marketing of fashion products.
05.0 Demonstrate knowledge of merchandising activities.
06.0 Perform merchandising math operations unique to fashion marketing.
07.0 Demonstrate a knowledge of basic economic principles.
08.0 Understand the importance of marketing operations.
09.0 Demonstrate knowledge and application of product and service technology.
10.0 Demonstrate employability skills.
11.0 Understand the role of the manager and the entrepreneur.
12.0 Develop a business plan.
13.0 Obtain technical assistance.
14.0 Plan the marketing strategy.
15.0 Locate the business.
16.0 Finance the business.
17.0 Deal with legal issues.
18.0 Comply with governmental regulations.
19.0 Manage the business.
20.0 Manage human resources.
21.0 Promote the business.
22.0 Manage sales.
23.0 Keep business records.
24.0 Manage finances.
25.0 Manage customer credit and collections.
26.0 Protect the business.
27.0 Operate computers utilizing software appropriate to marketing.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Fashion Marketing Management
Secondary Number:
Postsecondary Number: 0206.140110

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the apparel and accessories industry.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Explain the difference between personal and nonpersonal selling.
03.02 Demonstrate the steps of a sale.
03.03 Recognize consumer buying motives.
03.04 Identify the types of consumer behavior.
03.05 Identify various types of consumer approaches such as greeting, merchandise, and service.
03.06 Determine the proper time to approach a customer to open a sale.
03.07 Identify techniques for handling different customer types: the casual looker, the decided, and undecided customer.
03.08 Develop a written feature-benefit analysis sheet for a product.
03.09 Demonstrate an effective sales presentation.
03.10 Observe, evaluate, and critique a sales demonstration.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FASHION PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.
04.05 Distinguish between the kinds of displays.
04.06 Identify the parts of an advertisement.
04.07 Develop and explain promotional mix.
04.08 Identify the most appropriate display for given types of merchandise.
04.09 Identify the patterns of arrangement in display.
04.10 Identify the major purposes of a fashion show.
04.11 Identify and classify the types of fashion show.
04.12 Develop a fashion show budget.
04.13 Plan garments and accessories for fashion shows.
04.14 Prepare an ad layout.
04.15 Evaluate the effectiveness of an advertisement.
04.16 Apply design principles when analyzing and/or creating a display.
04.17 Draw and label the color wheel.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing in merchandising.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FASHION MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedures for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Demonstrate a knowledge of pricing policies.
06.08 Calculate markup as a percentage of cost.
06.09 Calculate markup as a percentage of retail.
06.10 Calculate markdowns on merchandise.
06.11 Calculate open-to-buy.
06.12 Complete and invoice, purchase order, and packing slip.
06.13 Calculate discount date, due date, and amount of payment on an invoice.
06.14 Calculate shipping terms on an invoice.
06.15 Calculate the amount of merchandise to be recorded utilizing model stocks.
06.16 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Explain the role of marketing in the free enterprise system.
07.02 List and compare the three major types of economic systems.
07.03 Describe the channels of distribution.
07.04 Identify and discuss economic resources.
07.05 Discuss the role of the consumer in the free enterprise system.
07.06 Define the concept "supply and demand."
07.07 Identify and define the functions of marketing.
07.08 Identify and define the four types of product utility.
07.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
07.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.11 Name current trends that have developed in retailing.
07.12 List the major components of GNP.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Describe ways to protect the body from injury on a job.
08.02 Recognize basic safety hazards.
08.03 Practice accident prevention.
08.04 Explain the importance of receiving-checking-marking operations.
08.05 Describe the importance of security.
08.06 Demonstrate an understanding of credit policies and procedures.
08.07 Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.08 Demonstrate an understanding of receiving procedures and practices.
08.09 Demonstrate an understanding of the movement of goods to and from the store.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Demonstrate proficiency in identification of natural and man-made materials utilized in apparel and accessories.
09.02 Demonstrate knowledge of various methods of fabric construction.
09.03 Differentiate between functional and aesthetic finishes.
09.04 Demonstrate the ability to identify various care label instructionsand care techniques for apparel and accessories merchandise.
09.05 Identify past, present, and future styles of apparel and accessories.
09.06 Identify customer figure types and appropriate fitting procedures.
09.07 Demonstrate appropriate techniques for selling apparel/accessories merchandise.
09.08 Demonstrate a knowledge of the steps involved in the construction of apparel and accessories merchandise.

09.09 Define basic apparel and accessories terminology.
09.10 Demonstrate an understanding of the fashion principles in the merchandising of apparel and accessories.
09.11 Identify designers who have had a major influence on fashion.
09.12 Explain business ethics as related to the fashion marketing industry.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manage your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEVELOP A BUSINESS PLAN--The student will be able to:

12.01 Identify how the business plan helps the entrepreneur.
12.02 Recognize how a business plan should be organized.
12.03 Identify and use the mechanics for developing a business plan.

13.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

13.01 Prepare for using technical assistance.
13.02 Select professional consultants.
13.03 Work effectively with consultants.

14.0 PLAN THE MARKETING STRATEGY--The student will be able to:

14.01 Use goods classifications and life cycle analyses as planning tools for marketing.
14.02 Develop and modify marketing mixes for a business.
14.03 Use decision-making tools that aid in evaluating marketing activities.
14.04 Evaluate operations to improve decision making about marketing.

15.0 LOCATE THE BUSINESS--The student will be able to:

15.01 Analyze customer transportation, access, parking, and so forth, relative to alternative site locations.
15.02 Complete a location feasibility study for your business.
15.03 Determine the costs of renovating or improving a site for your business.
15.04 Prepare an occupancy contract for your business.

16.0 FINANCE THE BUSINESS--The student will be able to:

16.01 Describe the sources of information available to help in estimatingthe financing necessary to start your new business.
16.02 Determine the financing necessary to start your new business.
16.03 Prepare a projected profit and loss statement and a projected cash flow statement for your new business.
16.04 Prepare a loan application package.

17.0 DEAL WITH LEGAL ISSUES--The student will be able to:

17.01 Determine your need for legal assistance.
17.02 Select the provisions that you desire in a lease.
17.03 Prepare sales contracts (such as credit sales or long-term sales) that may be utilized in your business.
17.04 Evaluate contracts.
17.05 Determine your needs for protection of ideas and inventions.

18.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

18.01 Appraise the effects of various regulations on your business operations.
18.02 Acquire the information necessary to comply with the various rules and regulations affecting your business.
18.03 Develop policies for your business to comply with government rules and regulations.

19.0 MANAGE THE BUSINESS--The student will be able to:

19.01 Plan goals and objectives for a business.
19.02 Diagram the organizational structure for a business.
19.03 Establish control practices and procedures for a business.

20.0 MANAGE HUMAN RESOURCES--The student will be able to:

20.01 Write a job description for a position in your business.
20.02 Develop a training program outline for employees.
20.03 Develop a list of personnel policies for employees in your business.
20.04 Develop an outline for an employee evaluation system.
20.05 Plan a corrective interview with an employee concerning a selected problem.

21.0 PROMOTE THE BUSINESS--The student will be able to:

21.01 Create a long-term promotional plan.

21.02 Describe the techniques used to prepare advertising and promotion.
21.03 Analyze competitive promotional activities.
21.04 Evaluate promotional effectiveness.
21.05 Plan a community relations program.

22.0 MANAGE SALES--The student will be able to:

22.01 Develop a sales plan for your business.
22.02 Develop policies and procedures for serving your customers.
22.03 Develop a plan for training and motivating salespeople.

23.0 KEEP BUSINESS RECORDS--The student will be able to:

23.01 Determine who will keep the books for your business and how they will be maintained.
23.02 Describe double-entry bookkeeping.
23.03 Select the types of journals and ledgers that you will use in your business.
23.04 Identify the types of records that you will use in your business to record sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
23.05 Evaluate your business records.
23.06 Identify how a microcomputer may be used to keep the business records.

24.0 MANAGE FINANCES--The student will be able to:

24.01 Explain the importance of cash flow management.
24.02 Identify financial control procedures.
24.03 Describe how to find cash flow patterns.
24.04 Analyze trouble spots in financial management.
24.05 Describe how to prepare an owner's equity financial statement.
24.06 Describe how to compute various financial ratios.
24.07 Analyze financial management ratios applicable to a small business.
24.08 Identify the components of a break-even analysis.
24.09 Compute and analyze break-even point problems.
24.10 Review microcomputer applications for financial management.

25.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

25.01 Analyze the legal rights and recourse of credit grantors.
25.02 Develop a series of credit collection reminder letters and follow-up activities.
25.03 Develop various credit and collection policies.
25.04 Prepare a credit promotion plan.
25.05 Discuss informational resources and systems that apply to credit and collection procedures.

26.0 PROTECT THE BUSINESS--The student will be able to:

26.01 Prepare policies for your firm that will help minimize losses due to: employee theft, vendor theft, bad checks, shoplifting, robbery, injury, and product liability.

26.02 Determine the kinds, amount, and cost of insurance needed by your firm.

27.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

27.01 Demonstrate date entry procedures.

27.02 Demonstrate merchandising math date entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice etc.

27.03 Demonstrate marketing spreadsheet data entry and output procedures.

27.04 Demonstrate marketing spreadsheet data decision making skills.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Financial Services
Occupational Area:	Marketing Education
	PSV
CIP Number	0206.030100
Grade Level	College Credits
Length	AS Degree - 64 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as financial services specialist, financial analysts (020.167-014), financial economists (050.067-010), financial managers (13002008), credit managers (186.167-022), credit officers (161.267-014), managers, credit and collections (168.167-054). In general, the program is designed to prepare students for employment in executive positions which include business development, public relations, installment credit, international trade, commercial loans and services or to provide supplemental training for persons previously or currently employed in these occupations.

II. **LABORATORY ACTIVITIES:** Laboratory activities are not required.

III. **SPECIAL NOTE:** Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 64 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in finance and credit occupations.
02.0 Demonstrate the ability to communicate skillfully.

03.0 Utilize effective cross selling techniques and procedures for financial services.
04.0 Demonstrate knowledge of the history, growth and structure of the financial industry.
05.0 Understand terminology unique to the finance and credit industry.
06.0 Demonstrate knowledge of basic functions of financial institutions.
07.0 Demonstrate an understanding of general ledger and accounting concepts.
08.0 Demonstrate basic skills for performing functions of entry level positions in financial institutions.
09.0 Demonstrate employability skills.
10.0 Demonstrate security procedures and detection of fraud.
11.0 Demonstrate proficiency in economic principles.
12.0 Demonstrate proficiency in business law.
13.0 Demonstrate proficiency in money and finance.
14.0 Demonstrate proficiency in management principles.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Financial Services
Secondary Number:
Postsecondary Number: 0206.030100

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FINANCE AND CREDIT OCCUPATIONS--The student will be able to:

01.01 Develop the ability to know themselves.
01.02 Demonstrate a positive mental attitude.
01.03 Exhibit interest and enthusiasm.
01.04 Exhibit punctuality and dependability.
01.05 Demonstrate the traits of being industrious and cooperative.
01.06 Demonstrate sincerity, patience, courtesy and tact.
01.07 Demonstrate the willingness to assume responsibility for one's actions.
01.08 Demonstrate the willingness to assume job responsibilities.
01.09 Accept criticism and use it constructively.
01.10 Develop the ability to handle negative customer/co-worker situations.
01.11 Develop ability to exhibit friendliness, combined with a professional, businesslike approach.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Give oral reports to demonstrate the ability to effectively express oneself before a group.
02.02 Demonstrate good customer communications.
02.03 Understand communication concepts, goals, skills and criteria.
02.04 Organize and prepare reports.
02.05 Prepare different categories/structures of messages.

03.0 UTILIZE EFFECTIVE CROSS SELLING TECHNIQUES AND PROCEDURES FOR FINANCIAL SERVICES--The student will be able to:

03.01 Identify opportunities for cross selling.
03.02 Demonstrate how to sell other financial services.
03.03 Demonstrate a knowledge of all services offered by financial institutions.
03.04 Explain the importance and demonstrate the procedures of cross selling.

04.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY, GROWTH AND STRUCTURE OF THE FINANCIAL INDUSTRY--The student will be able to:

04.01 Demonstrate a knowledge of the evolution of American financial institutions.
04.02 Identify major acts and important regulations resulting from the growth and changes in financial institutions.

04.03 Explain the similarities and differences in the financial institutions and other businesses that offer financial services.
04.04 Explain the effects of deregulation.

05.0 UNDERSTAND TERMINOLOGY UNIQUE TO THE FINANCE AND CREDIT INDUSTRY--The student will be able to:

05.01 Understand and use terminology as it applies to the finance and credit industry.
05.02 Know how to communicate with a customer without using confusing terminology.

06.0 DEMONSTRATE KNOWLEDGE OF BASIC FUNCTIONS OF FINANCIAL INSTITUTIONS--The student will be able to:

06.01 Name the three basic functions of a financial institution.
06.02 Explain the most important function of the three and why each of the two other functions depend on it.
06.03 Discuss which department and employees are responsible for the different functions.

07.0 DEMONSTRATE AN UNDERSTANDING OF GENERAL LEDGER AND ACCOUNTING CONCEPTS--The student will be able to:

07.01 Demonstrate how debits and credits affect accounts in the General Ledger.
07.02 Make entries to the General Ledger.
07.03 Name the five general ledger classifications and the type balance each account carries.
07.04 Explain the difference in cash and accrual accounting.
07.05 Explain what information a Statement of Condition provides.
07.06 Explain what information is provided by the Profit and Loss Statement.
07.07 Name the most common types of accounts under each of the five General Ledger Classifications.

08.0 DEMONSTRATE BASIC SKILLS FOR PERFORMING FUNCTIONS OF ENTRY LEVEL POSITIONS IN FINANCIAL INSTITUTIONS--The student will be able to:

Teller

08.01 Demonstrate counting and strapping of coin and currency.
08.02 Demonstrate use of a teller machine.
08.03 Explain the types of endorsements and why they are important.
08.04 Explain basic teller functions--cashing checks, accepting straight deposits and split deposits, and handling of cash.
08.05 Demonstrate knowledge of balancing a cash drawer.
08.06 Know how to detect counterfeit currency and the procedure for reporting it.
08.07 Explain other special services such as issue Cashier's Checks, issuing and redeeming Savings Bonds, Money Orders, Traveler's Checks, Bank Drafts, payments and cash advances on charge cards.

Customer Service Representative

08.08 Balance a customer's checkbook, detecting customer and/or bank errors.
08.09 Locate information on a customer's account and explain what information is to be given over the phone and to whom it can be given.
08.10 Explain the routing system for payment of a check.
08.11 Explain the functions and purpose of the Federal Reserve System.
08.12 Demonstrate how to place a stop payment and hold on customer's account.
08.13 Demonstrate procedure for opening new accounts.
08.14 Demonstrate procedure for closing accounts.

Safe Deposit Clerk

08.15 Perform the steps necessary for issuing a safe deposit box.
08.16 State bank policies and state regulations regarding safe deposit boxes.
08.17 Explain procedures for granting access to a safe deposit box.

Proof Operator

08.18 Explain proof functions.

Loan Processor

08.19 Identify and process documentation required on different types of loans.
08.20 Demonstrate how to properly complete a credit application and a financial statement.
08.21 Explain how to establish credit and the importance of having a good credit rating.
08.22 Demonstrate the types of interest and how they are computed.
08.23 Explain the importance of the lending function.

09.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

09.01 Conduct a job search.
09.02 Secure information about a job.
09.03 Identify documents that may be required when applying for a job.
09.04 Complete a job application form correctly.
09.05 Demonstrate competence in job interview techniques.
09.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
09.07 Identify acceptable work habits.
09.08 Demonstrate knowledge of how to make job changes appropriately.
09.09 Demonstrate acceptable employee health habits.

10.0 DEMONSTRATE SECURITY PROCEDURES AND DETECTION OF FRAUD--The student will be able to:

10.01 Demonstrate procedures bank employees would use during and after a robbery.

10.02 Demonstrate security procedures.

10.03 Explain the Currency Transaction Report (CTR).

10.04 Demonstrate security precautions and methods used to deter bank fraud.

10.05 Demonstrate procedure to use during and after a robbery.

11.0 DEMONSTRATE PROFICIENCY IN ECONOMIC PRINCIPLES--The student will be able to:

11.01 Demonstrate knowledge of how the federal reserve system operates.

11.02 Comprehend the documents and language of financial institutions.

12.0 DEMONSTRATE PROFICIENCY IN BUSINESS LAW--The student will be able to:

12.01 Understand federal and state regulations and examination of financial institutions.

13.0 DEMONSTRATE PROFICIENCY IN MONEY AND FINANCE--The student will be able to:

13.01 Explain production, consumption, GNP and business cycles.

13.02 Compare banks and thrifts.

13.03 Demonstrate knowledge of commercial banking.

13.04 Understand the federal reserve system and commercial bank interrelationships.

13.05 Define money and its function and describe measures of money.

13.06 Explain current trends in financial services deregulation and diversified financial services.

13.07 Differentiate among corporation and other forms of business.

13.08 Understand the details of a corporate charter and bylaws.

13.09 Comprehend the financial details of means of acquiring capital and subsequent equity and debt functions.

13.10 Exhibit knowledge of securities markets and SEC regulations.

13.11 Demonstrate knowledge about business failure, reorganization, dissolutions, and liquidation.

13.12 Explain the purpose of statement analysis.

13.13 Define and explain items in a financial statement.

13.14 Demonstrate the ability to interpret and analyze financial statement.

14.0 DEMONSTRATE PROFICIENCY IN MANAGEMENT PRINCIPLES--The student will be able to:

14.01 Recognize and define management by objectives.

14.02 Describe what is involved in participation management.

14.03 Demonstrate the technique utilized in project management.

14.04 Explain the basis for "futuristic" management.

14.05 Describe the fundamental concepts of systems design and systems analysis.

14.06 Explain line of credit, compensating balance, interest rates.

14.07 Enumerate sources of credit information.

14.08 Demonstrate knowledge of different types of loans.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Floral Design and Marketing
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8818000**	**M805030**
CIP Number	0208.050300	0208.050300
Grade Level	9-12, 30, 31	30, 31
Length	4 credits	600 hours
Certification	RETAILING @7 G MKTG 1 @2 DIST ED @7 TEACH CDE @7	RETAILING @7 G MKTG 1 @2 DIST ED @7 TEACH CDE @7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as floral designers (142.081-010), salespersons, flowers (260.357-026); or salespersons, florist supplies (275.357-054); or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, planning and preparing floral designs, selling, buying, transporting, storing, advertising, and displaying goods and services in the floral industry.

Listed below are the courses that comprise this program when offered at the secondary level:

8818010 - Floral Design and Marketing 1
8818020 - Floral Design and Marketing 2
8818030 - Floral Design and Marketing 3
8818040 - Floral Design and Marketing 4

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. For the laboratory activities to be meaningful, facilities adequate for classroom, sales and display areas, laboratory, and storage should be provided. Floral arranging and merchandising equipment is needed for hands-on experiences.

III. **SPECIAL NOTE:** DECA, An Association of Marketing Students (secondary), and Delta Epsilon Chi, An Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 600 hours.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate knowledge of the floral design and marketing industry.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate the ability to communicate skillfully.
04.0 Demonstrate employability skills.
05.0 Perform merchandising math operations unique to floral marketing.
06.0 Apply sales promotion techniques and procedures to the marketing of floral products.
07.0 Demonstrate knowledge and application of product and service technology.
08.0 Demonstrate a knowledge of merchandising activities.
09.0 Demonstrate distribution skills involved in floral marketing.
10.0 Identify fundamentals of design.
11.0 Demonstrate an understanding of entrepreneurship.
12.0 Identify factors to consider when opening or managing a flower business.
13.0 Prepare fresh and/or permanent floral designs according to specifications.
14.0 Operate computers utilizing software appropriate to marketing.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title:	Floral Design And Marketing
Secondary Number:	8818000
Postsecondary Number:	M805030

01.0 DEMONSTRATE KNOWLEDGE OF THE FLORAL DESIGN AND MARKETING INDUSTRY--The student will be able to:

01.01 Identify trends in the floral design and marketing industry.
01.02 Identify careers in the floral design and marketing industry.
01.03 Identify floral services.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Exhibit acceptable grooming habits.
02.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
02.03 Exhibit the ability to get along with others.
02.04 Explain the importance of team work.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Discuss the role communication plays in marketing.
03.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
03.03 Demonstrate effective written communication skills.
03.04 Demonstrate effective oral communication skills.
03.05 Demonstrate effective listening skills.

04.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

04.01 Conduct a job search.
04.02 Secure information about a job.
04.03 Identify documents that may be required when applying for a job.
04.04 Complete a job application.
04.05 Demonstrate competence in job interview techniques.
04.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
04.07 Identify acceptable work habits.
04.08 Demonstrate knowledge of how to make job changes appropriately.
04.09 Demonstrate acceptable employee health habits.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:

05.01 Perform addition, subtraction, multiplication, and division.
05.02 Complete problems using percentages, decimals, and fractions.
05.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash and charge.
05.04 Demonstrate a knowledge of pricing policies.
05.05 Calculate markup as a percentage of cost.
05.06 Calculate markup as a percentage of retail.
05.07 Demonstrate opening and closing procedures for a cash register.

06.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:

06.01 List the purposes of advertising, display, and public relations.
06.02 Explain the importance of sales promotion.
06.03 Identify various forms of advertising media.
06.04 Demonstrate steps of a sale utilizing floral products.
06.05 Perform telephone sales.
06.06 Process orders using wire services.
06.07 Conduct wedding consultations.
06.08 Conduct funeral consultations.
06.09 Plan and construct a sales promotion plan for a product.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

07.01 Identify varieties of flowers and plants utilized in floral arrangements.
07.02 Identify specialized care and handling of flowers and plants utilized in floral arrangements.
07.03 Identify correct storage procedures for plants and flowers, and prepared floral arrangements.
07.04 Identify types of floral arrangements.
07.05 Utilize available resources to obtain product knowledge.

08.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

08.01 Explain the role of buying and purchasing in a retailing situation.
08.02 Describe the importance of inventory control.
08.03 Demonstrate stockkeeping procedures.

09.0 DEMONSTRATE DISTRIBUTION SKILLS INVOLVED IN FLORAL MARKETING--The student will be able to:

09.01 Tag floral orders.
09.02 Package products.
09.03 Route and organize deliveries according to priority, location, time, and fuel consumption.
09.04 Make confirmation phone calls.
09.05 Identify techniques for correct loading of delivery trucks.
09.06 Solve delivery problems, such as wrong address, damaged merchandise, and inability to deliver.

10.0 IDENTIFY FUNDAMENTALS OF DESIGN--The student will be able to:

10.01 Identify the mechanics of design.
10.02 Identify the principles of design.
10.03 Identify styles of design.
10.04 Identify principles of creativity.
10.05 Identify principles of color and texture.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.

11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.

12.0 IDENTIFY FACTORS TO CONSIDER WHEN OPENING OR MANAGING A FLOWER BUSINESS--The student will be able to:

12.01 Identify types of expenses encountered when opening a floral business.
12.02 Identify types of business records kept.
12.03 Identify those factors which influence choice of location for a floral business.
12.04 Develop a floor plan for a flower shop.
12.05 Identify personnel tasks performed by managers and owners.

13.0 PREPARE FRESH AND/OR PERMANENT FLORAL DESIGNS ACCORDING TO SPECIFICATIONS--The student will be able to:

13.01 Sketch and design seasonal and holiday arrangements.
13.02 Sketch and design funeral pieces.
13.03 Sketch and design special-events pieces such as those used for conventions, parties, banquets and showers.
13.04 Sketch and design pieces for religious events.
13.05 Sketch and design hospital pieces.
13.06 Sketch and design home decorations such as oriental decorations, silk trees and plants, and dried arrangements.

14.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

14.01 Demonstrate data entry procedures.
14.02 Demonstrate merchandising math data entry procedures such as- stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
14.03 Demonstrate marketing spreadsheet data entry and output procedures.
14.04 Demonstrate marketing spreadsheet data decision making skills.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8818010
Course Title: Floral Design and Marketing 1
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop the fundamental competencies necessary for employment in the floral design and marketing industry. Topics include: introduction to the floral industry, human relations skills that are vital to employment in the field, communications and employability skills.

01.0 DEMONSTRATE KNOWLEDGE OF THE FLORAL DESIGN AND MARKETING INDUSTRY--The student will be able to:

01.01 Identify trends in the floral design and marketing industry.
01.02 Identify careers in the floral design and marketing industry.
01.03 Identify floral services.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Exhibit acceptable grooming habits.
02.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
02.03 Exhibit the ability to get along with others.
02.04 Explain the importance of team work.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Discuss the role communication plays in marketing.
03.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
03.03 Demonstrate effective written communication skills.
03.04 Demonstrate effective oral communication skills.
03.05 Demonstrate effective listening skills.

04.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

04.01 Conduct a job search.
04.02 Secure information about a job.
04.03 Identify documents that may be required when applying for a job.
04.04 Complete a job application.
04.05 Demonstrate competence in job interview techniques.
04.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
04.07 Identify acceptable work habits.
04.08 Demonstrate knowledge of how to make job changes appropriately.
04.09 Demonstrate acceptable employee health habits.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8818020
Course Title: Floral Design and Marketing 2
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for employment in the floral design and marketing industry. Topics include: merchandising math, sales promotion and product and service technology.

05.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:

- 05.01 Perform addition, subtraction, multiplication, and division.
- 05.02 Complete problems using percentages, decimals, and fractions.
- 05.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash and charge.
- 05.04 Demonstrate a knowledge of pricing policies.
- 05.05 Calculate markup as a percentage of cost.
- 05.06 Calculate markup as a percentage of retail.
- 05.07 Demonstrate opening and closing procedures for a cash register.

06.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:

- 06.01 List the purposes of advertising, display, and public relations.
- 06.02 Explain the importance of sales promotion.
- 06.03 Identify various forms of advertising media.
- 06.04 Demonstrate steps of a sale utilizing floral products.
- 06.05 Perform telephone sales.
- 06.06 Process orders using wire services.
- 06.09 Plan and construct a sales promotion plan for a product.

07.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

- 07.01 Identify varieties of flowers and plants utilized in floral arrangements.
- 07.02 Identify specialized care and handling of flowers and plants utilized in floral arrangements.
- 07.03 Identify correct storage procedures for plants and flowers, and prepared floral arrangements.
- 07.04 Identify types of floral arrangements.
- 07.05 Utilize available resources to obtain product knowledge.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8818030
Course Title: Floral Design and Marketing 3
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for employment in the floral design and marketing industry. Topics include: marketing and merchandising skills, distribution of floral products and design fundamentals.

08.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

08.01 Explain the role of buying and purchasing in a retailing situation.
08.02 Describe the importance of inventory control.
08.03 Demonstrate stockkeeping procedures.

09.0 DEMONSTRATE DISTRIBUTION SKILLS INVOLVED IN FLORAL MARKETING--The student will be able to:

09.01 Tag floral orders.
09.02 Package products.
09.03 Route and organize deliveries according to priority, location, time, and fuel consumption.
09.04 Make confirmation phone calls.
09.05 Identify techniques for correct loading of delivery trucks.
09.06 Solve delivery problems, such as wrong address, damaged merchandise, and inability to deliver.

10.0 IDENTIFY FUNDAMENTALS OF DESIGN--The student will be able to:

10.01 Identify the mechanics of design.
10.02 Identify the principles of design.
10.03 Identify styles of design.
10.04 Identify principles of creativity.
10.05 Identify principles of color and texture.

14.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

14.01 Demonstrate data entry procedures.
14.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
14.03 Demonstrate marketing spreadsheet data entry and output procedures.
14.04 Demonstrate marketing spreadsheet data decision making skills.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8818040
Course Title: Floral Design and Marketing 4
Course Credit: 1

COURSE DESCRIPTION:

The course is designed to allow students to apply skills and knowledges necessary for employment in the floral design and marketing industry. Topics include: understanding entrepreneur-ship, operation of a floral business and preparation of fresh or permanent floral designs.

06.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:

06.07 Conduct wedding consultations.
06.08 Conduct funeral consultations.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.
11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.

12.0 IDENTIFY FACTORS TO CONSIDER WHEN OPENING OR MANAGING A FLOWER BUSINESS--The student will be able to:

12.01 Identify types of expenses encountered when opening a floral business.
12.02 Identify types of business records kept.
12.03 Identify those factors which influence choice of location for a floral business.
12.04 Develop a floor plan for a flower shop.
12.05 Identify personnel tasks performed by managers and owners.

13.0 PREPARE FRESH AND/OR PERMANENT FLORAL DESIGNS ACCORDING TO SPECIFICATIONS--The student will be able to:

13.01 Sketch and design seasonal and holiday arrangements.
13.02 Sketch and design funeral pieces.
13.03 Sketch and design special-events pieces such as those used for conventions, parties, banquets and showers.
13.04 Sketch and design pieces for religious events.
13.05 Sketch and design hospital pieces.
13.06 Sketch and design home decorations such as oriental decorations, silk trees and plants, and dried arrangements.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Hospitality Management
Occupational Area: Marketing

PSV

CIP Number 0206.079900
Grade Level College Credits
Length AS Degree - 64 credit hours
Certification

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment in management positions in the hospitality industry as managers, motel managers (187.117-038), recreation establishment managers (187.117-042) or resort managers, or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, management and supervisory development, management theory, decision making, organization, communications, human relations, leadership training, personnel training, security, sanitation, food and beverage management, sales, accounting, housekeeping, energy management, maintenance and engineering, marketing, property, resort, and convention management, and applicable local, state and federal laws.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. The student should gain the competence required to manage each department and for overall management of the establishment that represents the student's occupational goal.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 64 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES**: After successfully completing this program, the student will be able to:

01.0 Demonstrate employability skills.
02.0 Apply human relations, leadership, and communications skills.
03.0 Apply mathematics skills.
04.0 Identify basic economic and marketing concepts.
05.0 Plan and implement human resource development program.
06.0 Identify organization and function of hospitality industry.
07.0 Develop and implement sales and marketing strategy.
08.0 Maintain accounting and information system.
09.0 Manage front office.
10.0 Supervise personnel.
11.0 Provide guest services.
12.0 Interpret and apply acts and regulations.
13.0 Operate liability and risk identification program.
14.0 Develop and control sanitation program.
15.0 Demonstrate knowledge of food service and beverage sanitation.
16.0 Set up and control maintenance, security and safety procedures.
17.0 Plan and maintain purchasing and receiving procedures.
18.0 Set up service areas.
19.0 Demonstrate knowledge of food service and beverage management services.
20.0 Demonstrate knowledge of food purchase and production.
21.0 Demonstrate knowledge of resort management.
22.0 Demonstrate knowledge of convention management functions.
23.0 Demonstrate knowledge of housekeeping management functions.
24.0 Demonstrate knowledge of recreation management.
25.0 Demonstrate understanding of entrepreneurship.
26.0 Manage energy consumption.
27.0 Solve problems and make informed decisions.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Hospitality Management
Secondary Number:
Postsecondary Number: 0206.079900

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Discuss how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.

02.0 APPLY HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Discuss human relations skills.
02.02 Identify basic leadership skills.
02.03 Apply verbal skills.
02.04 Apply writing skills.
02.05 Demonstrate appropriate dress, grooming, posture, and hygiene.
02.06 Present oral reports.
02.07 Give clear instructions and follow-up on implementation.
02.08 Prepare written reports.
02.09 Prepare business correspondence.
02.10 Conduct meetings.
02.11 Speak efficiently and effectively on the telephone.
02.12 Listen effectively.
02.13 Train employees to communicate effectively.

03.0 APPLY MATHEMATICS SKILLS--The student will be able to:

03.01 Apply basic mathematics skills.
03.02 Apply intermediate mathematics skills.
03.03 Apply hospitality mathematics skills.

04.0 IDENTIFY BASIC ECONOMIC AND MARKETING CONCEPTS--The student will be able to:

04.01 Identify basic economic concepts.
04.02 Identify basic marketing concepts.

05.0 PLAN AND IMPLEMENT HUMAN RESOURCE DEVELOPMENT PROGRAM--The student will be able to:

05.01 Plan a Human Resource Development (HRD) program for management and staff.
05.02 Select internal and external resources to conduct the HRD program.
05.03 Evaluate and revise the HRD program.

06.0 IDENTIFY ORGANIZATION AND FUNCTION OF HOSPITALITY INDUSTRY--The student will be able to:

06.01 Identify career opportunities in hospitality industry.
06.02 Trace development of hospitality industry.
06.03 Analyze organizational structure of hotel operations.
06.04 Identify mission of food and beverage department.
06.05 Identify mission of personnel, accounting, and sales departments.
06.06 Analyze future trends in hospitality industry.

07.0 DEVELOP AND IMPLEMENT SALES AND MARKETING STRATEGIES--The student will be able to:

07.01 Develop a long-term budget, sales and marketing plan.
07.02 Place newspaper advertisements.
07.03 Plan and implement marketing strategies.
07.04 Prepare a marketing budget.
07.05 Analyze and prepare multi-media advertisements.
07.06 Conduct market analysis.
07.07 Employ up-selling techniques.
07.08 Prepare press release.
07.09 Set up special promotions.
07.10 Review promotional brochures and literature.
07.11 Implement public relations program.
07.12 Initiate staff incentive program for sales.
07.13 Promote features of establishment.
07.14 Prepare questionnaire for guests.
07.15 Analyze questionnaire results.
07.16 Conduct sales calls.
07.17 Follow up customer sales.
07.18 Establish and maintain sales report.
07.19 Collect information on community changes.
07.20 Plan a pre-sales program.
07.22 Develop a sales promotion budget.
07.22 Develop a publicity and public relations plan.
07.23 Use external sales agents.
07.24 Use internal selling.
07.25 Promote room sales.
07.26 Evaluate sales programs.

08.0 MAINTAIN ACCOUNTING AND INFORMATION SYSTEM--The student will be able to:

08.01 Set up, maintain, and audit petty cash fund.
08.02 Maintain accounts payable.
08.03 Check, record, and pay invoices.
08.04 Maintain accounts receivable.
08.05 Reconcile cash.

08.06 Prepare bank deposit.
08.07 Reconcile bank statements.
08.08 Calculate, analyze, and review labor costs.
08.09 Review and analyze balance sheet.
08.10 Prepare and monitor profit plan.
08.11 Prepare and analyze general ledger.
08.12 Monitor the accounting, cashiering, and billing of all guest services.
08.13 Record and maintain daily departmental revenue records.
08.14 Prepare journals and ledgers.

09.0 MANAGE FRONT OFFICE--The student will be able to:

09.01 Plan and administer front-office operations.
09.02 Develop management system for front-office areas.
09.03 Direct supervision of front-office employees.
09.04 Reconcile employee disputes/complaints.

10.0 SUPERVISE PERSONNEL--The student will be able to:

10.01 Conduct employee performance evaluation.
10.02 Conduct performance review interview.
10.03 Conduct task analysis.
10.04 Conduct new employee orientation to facility and company policies.
10.05 Conduct job application interview.
10.06 Match individual employee talents to job descriptions.
10.07 Train new employees.
10.08 Conduct training for experienced employees.
10.09 Evaluate jobs and maintain employee records.
10.10 Establish recruiting and selection procedures.
10.11 Prepare job descriptions.
10.12 Administer disciplinary action.
10.13 Handle staff grievances and resolve conflicts.
10.14 Establish labor control system.
10.15 Establish wage, salary, and incentive scale.
10.16 Negotiate collective agreements.
10.17 Interpret and administer collective agreements.
10.18 Maintain staff schedules.
10.19 Delegate responsibility and authority.
10.20 Lead management/employee groups discussions.
10.21 Establish and communicate policy concerning sexual harassment.
10.22 Establish and communicate policy concerning substance abuse.

11.0 PROVIDE GUEST SERVICES--The student will be able to:

11.01 Answer questions concerning services.
11.02 Provide information concerning community.
11.03 Reconcile guest complaints.
11.04 Communicate house's mission statement concerning guest services.
11.05 Verify that employee's are informed concerning guest services and community.

12.0 INTERPRET AND APPLY ACTS AND REGULATIONS--The student will be able to:

12.01 Complete statistical reports.
12.02 Interpret and apply labor regulations.
12.03 Interpret and apply fire regulations.
12.04 Interpret and apply liquor laws.
12.05 Interpret and apply sales tax laws.
12.06 Interpret and apply workers' compensation laws.
12.07 Interpret and apply the Innkeepers' Act.
12.08 Interpret and apply civil rights acts.
12.09 Interpret and apply company and/or franchise regulations.
12.10 Interpret taxes affecting the hospitality industry.
12.11 Interpret parts of group, convention, and banquet contracts.

13.0 OPERATE LIABILITY AND RISK IDENTIFICATION PROGRAM--The student will be able to:

13.01 Train employees in liability and risk identification procedures.
13.02 Identify liability and risk situations and take remedial action using approved procedures.
13.03 Enforce liability and risk identification procedures with all employees.

14.0 DEVELOP AND CONTROL SANITATION PROGRAM--The student will be able to:

14.01 Develop and control rest room sanitation program.
14.02 Develop and control storage room sanitation program.
14.03 Develop standards and control premise cleanliness.
14.04 Set up waste management system.
14.05 Set up and maintain floor care system.
14.06 Set up and maintain pest control system.
14.07 Develop cost controls for property operation and maintenance.
14.08 Develop a budget for leasing and contracting maintenance.
14.09 Calculate replacement and repair costs.
14.10 Maintain operation in compliance with health codes and regulations.

15.0 DEMONSTRATE KNOWLEDGE OF FOOD SERVICE AND BEVERAGE SANITATION--The student will be able to:

15.01 Discuss the problems of safe food.
15.02 Discuss the microworld.
15.03 Discuss contamination and food borne illness.
15.04 Discuss purchasing safe food.
15.05 Discuss safe storage of food.
15.06 Discuss protecting food in preparation and service.
15.07 Discuss safe food handling.
15.08 Discuss employee sanitation training.
15.09 Discuss sanitary facilities and equipment.
15.10 Discuss cleaning and sanitizing principles.
15.11 Discuss housekeeping management.
15.12 Discuss pest control.
15.13 Discuss sanitary food service management.

15.14 Discuss sanitary regulations and standards.
15.15 Discuss accident prevention.

16.0 SET UP AND CONTROL MAINTENANCE, SECURITY, AND SAFETY PROCEDURES--The student will be able to:

16.01 Set up fire drill and emergency procedures.
16.02 Provide and maintain fire fighting equipment.
16.03 Supply and maintain first-aid equipment.
16.04 Provide training for selected first-aid equipment.
16.05 Train employees in Cardio-Pulmonary Resuscitation (CPR).
16.06 Establish routine for handling guest accidents.
16.07 Inspect and maintain pool area and regulations.
16.08 Set up and apply preventive maintenance program.
16.09 Set up and maintain security system.
16.10 Set up and maintain safety deposit boxes.
16.11 Set up and maintain key control.
16.12 Set up and maintain a program for guest security.
16.13 Set up and apply procedures for handling undesirable persons.
16.14 Set up and maintain a program for staff security.
16.15 Set up and maintain a computer security system.
16.16 Set up and apply inventory security system.
16.17 Establish energy conservation program.
16.18 Prepare facility's shutdown procedure.
16.19 Interpret and apply procedures from equipment manuals.
16.20 Set up perimeter security.
16.21 Set up procedures for handling bomb threats, civil disturbances, and riots.
16.22 Set up procedures for personnel to follow during major natural disasters.
16.23 Set up procedures for personnel during and after a robbery of the hotel/motel.
16.24 Provide all employees with security training.
16.25 Supervise Chief Engineer.
16.26 Interpret reports and maintenance records for electrical appliances.
16.27 Interpret reports and maintenance records for heating and cooling system.
16.28 Interpret reports and maintenance records for lighting systems.
16.29 Interpret reports and maintenance records for electrical motors.
16.30 Interpret reports and maintenance records for water distribution system.
16.31 Interpret reports and maintenance records for fixture and drainage system.
16.32 Interpret reports and maintenance records for refrigeration system.
16.33 Interpret reports and maintenance records for ventilation system.
16.34 Interpret reports and maintenance records for sound control system.
16.35 Interpret reports and maintenance records for pollution control system.

16.36 Interpret reports and maintenance records for sprinkler and smoke detector systems.
16.37 Check vehicle operator's driving records and licenses in accordance with company and insurance regulations.

17.0 PLAN AND MAINTAIN PURCHASING AND RECEIVING PROCEDURES--The student will be able to:

17.01 Identify sources of supply.
17.02 Evaluate products.
17.03 Negotiate payment terms with suppliers.
17.04 Establish and apply purchasing specifications.
17.05 Prepare requisitions and transfers.
17.06 Prepare purchase orders.
17.07 Establish and apply receiving procedures.
17.08 Check invoices.
17.09 Establish and apply stock rotation system.
17.10 Establish and apply stock inventory levels.
17.11 Record and price inventories.
17.12 Organize and maintain dry storage.
17.13 Organize and maintain cold storage.
17.14 Prepare tenders and contracts.
17.15 Negotiate service and maintenance contracts.

18.0 SET UP SERVICE AREAS--The student will be able to:

18.01 Set up bell captains' station.
18.02 Set up receiving areas.
18.03 Set up staff and service areas.
18.04 Set up lobby and public areas.
18.05 Set up meeting rooms.
18.06 Set up banquet rooms.
18.07 Set up information areas.
18.08 Set up guest room layout.
18.09 Set up dinning room layout.
18.10 Set up kitchens.
18.11 Set up bar and lounge areas.
18.12 Set up coffee shop.
18.13 Set up utility, maintenance and storage areas.
18.14 Set up shop and concession areas.
18.15 Set up take-out service.
18.16 Set up drive-in areas
18.17 Set up laundry facilities.
18.18 Set up security department.
18.19 Set up recreational areas.
18.20 Set up tent and trailer areas.
18.21 Set up parking areas.
18.22 Set up landscaping and ground maintenance areas.
18.23 Set up convention area.

19.0 DEMONSTRATE FOOD AND BEVERAGE MANAGEMENT AND SERVICES--The student will be able to:

19.01 Trace growth and development of food and beverage industry.

19.02 Identify basic management functions.
19.03 Discuss history and composition of foods.
19.04 Discuss trends in food and beverage industry.
19.05 Identify food preparation and service techniques.
19.06 Discuss food service and beverage facilities and equipment.
19.07 Identify purchasing, storage, and inventory controls.
19.08 Identify sanitation and safety practices.
19.09 Identify beverage controls and standards.
19.10 Discuss food and beverage control concepts.
19.11 Discuss food and beverage control systems.
19.12 Identify food and beverage standards.
19.13 Discuss food and beverage operating budget.
19.14 Identify food and beverage operations.
19.15 Analyze food and beverage costs.
19.16 Discuss labor cost control.
19.17 Identify labor cost control systems.

20.0 DEMONSTRATE KNOWLEDGE OF FOOD PURCHASE AND PRODUCTION--The student will be able to:

20.01 Discuss development of food service industry.
20.02 Identify kitchen operations.
20.03 Identify preparation methods for stocks, sauces, and soups.
20.04 Discuss meat and poultry selection, cooking, and handling.
20.05 Discuss vegetable and fruit handling and cooking.
20.06 Discuss preparation of eggs, cheese, milk, and cereals.
20.07 Discuss preparation of baked goods and desserts.
20.08 Describe development and function of food industry.
20.09 Describe organization and functions of food purchasing.
20.10 Identify mechanics of food buying.
20.11 Identify importance of food specification.
20.12 Identify receiving and storeroom functions.
20.13 Identify internal food control systems.
20.14 Discuss future trends in food service industry.
20.15 Identify sources of information for food purchases.

21.0 DEMONSTRATE KNOWLEDGE OF RESORT MANAGEMENT--The student will be able to:

21.01 Discuss the resort concept.
21.02 Trace the history and development of resorts.
21.03 Identify special considerations in planning and development.
21.04 Identify planning and development process.
21.05 Discuss resort facilities planning.
21.06 Analyze requirements for recreational activities.
21.07 Identify personnel department functions.
21.08 Identify front of house functions.
21.09 Identify heart of house functions.
21.10 Identify security functions.
21.11 Discuss marketing of resorts.
21.12 Discuss resort investment management.
21.13 Discuss future trends in resort industry.

22.0 DEMONSTRATE KNOWLEDGE OF CONVENTION MANAGEMENT AND SERVICES--The student will be able to:

22.01 Discuss the scope and segments of convention market.
22.02 Identify potential convention groups.
22.03 Identify company/corporate meetings.
22.04 Identify factors affecting convention site selection.
22.05 Discuss convention sales techniques.
22.06 Identify the sales process.
22.07 Discuss customer services.
22.08 Identify convention servicing requirements.

23.0 DEMONSTRATE KNOWLEDGE OF HOUSEKEEPING MANAGEMENT FUNCTIONS--The student will be able to:

23.01 Discuss housekeeping department operations.
23.02 Discuss housekeeping management functions.

24.0 DEMONSTRATE KNOWLEDGE OF RECREATION MANAGEMENT--The student will be able to:

24.01 Identify competitive marketing strategy.
24.02 Identify techniques for planning marketing strategy.
24.03 Discuss customer/services marketing mix.
24.04 Discuss promotion/advertising marketing mix.
24.05 Identify external and internal selling techniques.
24.06 Identify sales promotions and merchandising techniques.
24.07 Identify public relations/publicity techniques.
24.08 Identify sources and uses of market information.
24.09 Discuss financial aspects of marketing.
24.10 Discuss professional and managerial considerations.

25.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

25.01 Define entrepreneurship.
25.02 Describe the importance of entrepreneurship to the American economy.
25.03 List the advantages and disadvantage of business ownership.
25.04 Identify the risks involved in ownership of a business.
25.05 Identify the necessary personal characteristics of a successful entrepreneur.
25.06 Identify the business skills needed to operate a small business efficiently and effectively.

26.0 MANAGE ENERGY CONSUMPTION--The student will be able to:

26.01 Analyze energy consumption.
26.02 Develop an energy management plan.
26.03 Identify appropriate energy savings systems.
26.04 Develop energy survey/audit practices.

27.0 SOLVE PROBLEMS AND MAKE INFORMED DECISIONS--The student will be able to:

27.01 Solve problems in accordance with established policy and mission statement.

27.02 Make decisions in accordance with established policy and mission statements.

27.03 Modify policy and/or mission statement to meet new conditions, using approved procedures.

27.04 Inform management personnel of policy and/or mission statement changes.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Hospitality Services
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8830300**	**M607010**
CIP Number	0206.070100	0206.070100
Grade Level	9-12, 30, 31	30, 31
Length	4 credits	600 hours
Certification	HOTEL TRNG @7 G DIST ED @7 MKTG 1 @2 MKTG MGMT @7 G TEACH CDE @7	HOTEL TRNG @7 G DIST ED @7 MKTG 1 @2 MKTG MGMT @7 G TEACH CDE @7

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as first line supervisors and manager/supervisor (41002286) in the hospitality industry, or to provide supplemental training for persons previously or currently employed in this occupation. The hospitality industry as addressed in this program includes the hotel, motel, bed and breakfast, and other lodging organizations. This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the hospitality industry: planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety and environmental issues.

The content includes, but is not limited to, hotel/motel front office functions, night auditing functions, housekeeping operations in hospitality and institutional facilities, decision making, training techniques, and applicable local, state and federal laws, employability skills, verbal, writing, and math skills, economics, marketing, safety and security, sales techniques, human relations, leadership, and management.

Listed below are the courses that comprise this program when offered at the secondary level:

8827110 - Marketing Essentials
8830310 - Introduction to the Hospitality Industry
8830320 - Hospitality Operations
8830330 - Hospitality Supervision

II. **LABORATORY ACTIVITIES:** A portion of the learning activities is provided in a simulated job environment using hands-on experiences and equipment and supplies appropriate to the program content.

III. **SPECIAL NOTE:** DECA, an Association of Marketing Students (secondary), and Delta Epsilon Chi, An Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences, a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 900 hours.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying higher mathematical skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of the marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Develop a tentative career plan in the hospitality services.
10.0 Identify procedures for organization and functions of hospitality industry.
11.0 Describe the organizational structure of a hotels, motels, bed and breakfasts and hospitality industries.
12.0 Apply sales techniques for marketing hospitality services.

13.0 Perform general hotel duties.
14.0 Transmit and receive messages.
15.0 Answer inquiries about services/problems.
16.0 Provide guest services.
17.0 Conduct emergency procedures.
18.0 Provide tourist information.
19.0 Process reservations, register, and checkout guests.
20.0 Post charges, receive payment, keep records.
21.0 Record financial transactions, verify and balance entries, and prepare reports.
22.0 Apply basic sanitation skills.
23.0 Demonstrate housekeeping operations and management functions.
24.0 Solve problems and make informed decisions.
25.0 Maintain accounting and information system.
26.0 Apply and maintain security and safety procedures.
27.0 Demonstrate hotel marketing operations.
28.0 Identify roles of management and supervisory personnel.
29.0 Demonstrate knowledge of laws that affect the hospitality industry.
30.0 Manage the front office.
31.0 Supervise personnel.
32.0 Demonstrate an understanding of entrepreneurship.
33.0 Demonstrate the use of computers in marketing.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Hospitality Services
Secondary Number: 8830300
Postsecondary Number: M607010

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.

03.02 Use proper grammar and vocabulary.

03.03 Explain the nature of effective verbal communications.

03.04 Address people properly.

03.05 Listen to and follow directions.

03.06 Explain the nature of written communications.

03.07 Explain the nature of staff communications.

03.08 Explain the use of inter-departmental/company communications.

03.09 Explain the nature of positive customer/client relations.

03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.

03.11 Demonstrate effective telephone techniques and manners in a business situation.

03.12 Demonstrate good listening skills.

03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.

03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.

03.15 Gather and organize information from two or more primary and secondary sources to generate a report.

03.16 Handle customer inquiries.

03.17 Handle difficult customers.

03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.

04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.

04.03 Read charts and graphs.

04.04 Make change.

04.05 Calculate tax, discounts, and miscellaneous charges for purchases.

04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.

04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.

04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.

04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.

04.12 Operate 10 key desk calculator.

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05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.

08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

09.0 DEVELOP A TENTATIVE CAREER PLAN IN THE HOSPITALITY SERVICES--The student will be able to:

09.01 Identify career opportunities in hospitality industry.
09.02 Research a hospitality occupation.
09.03 List the various jobs within a selected hospitality occupation.
09.04 Diagram a career ladder for the selected hospitality occupation.
09.05 Write a job description for a selected hospitality occupation.
09.06 Identify the educational requirements and work experience needed for the selected hospitality occupation.
09.07 Identify post secondary programs and educational training available for advancement in the field.
09.08 Implement an individual career plan and individual education plan for continuous career development.

10.0 IDENTIFY PROCEDURES FOR ORGANIZATION AND FUNCTIONS OF HOSPITALITY INDUSTRY.--The student will be able to:

10.01 Trace evolution of the lodging industry.
10.02 Trace development of hospitality industry.
10.03 Analyze organizational structure of hotel operations.
10.04 Identify mission of food and beverage department.
10.05 Identify mission of personnel, accounting, and sales.
10.06 Identify future trends in hospitality industry.
10.07 Analyze functions of hospitality industry.
10.08 Use common hotel terminology.

11.0 DESCRIBE THE ORGANIZATIONAL STRUCTURE OF HOTELS, MOTELS, BED AND BREAKFASTS AND OTHER HOSPITALITY INDUSTRIES--The student will be able to:

11.01 Describe management functions applied to hospitality services.
11.02 Identify staff according to function.
11.03 Describe roles and responsibilities of departments within hospitality organization.
11.04 Describe various organizational structures within hospitality industry.

12.0 APPLY SALES TECHNIQUES FOR MARKETING HOSPITALITY SERVICES--The student will be able to:

12.01 Identify the sales techniques used by the hospitality industry.
12.02 Greet guests and determine their needs.

12.03 Demonstrate techniques for maintaining proper environment.

13.0 PERFORM GENERAL HOTEL DUTIES--The student will be able to:

13.01 Perform duties of hotel clerk in smaller establishment.
13.02 Maintain information about guest services.
13.03 Represent the general manager in any duty assigned.
13.04 Handle all other internal control items as to company policy and procedure.
13.05 Maintain the daily "walk-in" reservation sheet in accordance with policy and procedure.
13.06 Maintain all files, records, forms, and documents in an orderly manner.
13.07 Maintain inventory of office supplies.

14.0 TRANSMIT AND RECEIVE MESSAGES--The student will be able to:

14.01 Identify telephone communication techniques.
14.02 Develop a dynamic telephone personality.
14.03 Provide services using various types of telephone systems.
14.04 Retrieve guest data using computer terminal.
14.05 Record and place wake-up calls.
14.06 Provide message services.
14.07 Provide proper mail services (handling and distribution).
14.08 Recognize emergency situations coming through the telephone system and give appropriate procedural responses.
14.09 Operate the switchboard.
14.10 Apply telephone etiquette.
14.11 Transfer information from shift to shift.
14.12 Sort and distribute telegrams, mail, and messages for guests.
14.13 Receive, record, and carry out requests for wake-up calls.
14.14 Give messages and mail to guest, upon request.
14.15 File all guest room documents to night auditor file.
14.16 Page people using public address system.
14.17 Post current events board.
14.18 Post messages on message board.
14.19 Keep record of daily parcels.
14.20 Accept and forward registered or certified mail.

15.0 ANSWER INQUIRIES ABOUT SERVICES/PROBLEMS--The student will be able to:

15.01 Answer guest questions courteously.
15.02 Direct guests to other personnel and departments.
15.03 Handle incoming front-desk telephone call promptly and courteously.
15.04 Accept and process guest complaints, making sure that the proper department gets the message.
15.05 Maintain cordial, courteous, cooperative attitude with guests and hotel/motel workers.
15.06 Arrange for services for handicapped guests.
15.07 Coordinate special guest services.

16.0 PROVIDE GUEST SERVICES--The student will be able to:

16.01 Communicate establishment's mission statement concerning guest services.
16.02 Reconcile guest complaints.
16.03 Answer questions concerning services.
16.04 Provide information concerning the community.
16.05 Make group reservations for tours.
16.06 Keep written record of all articles left by the guest.
16.07 Secure guest valuables in safe deposit boxes and issue receipts.

17.0 CONDUCT EMERGENCY PROCEDURES--The student will be able to:

17.01 Call fire department.
17.02 Use fire extinguisher.
17.03 Call emergency medical services.
17.04 Call police department.
17.05 Provide emergency first aid and/or supplies.
17.06 Perform Cardia-Pulmonary Resuscitation (CPR).
17.07 Document details of any emergency.
17.08 Contact management.
17.09 Follow other company emergency procedures.

18.0 PROVIDE TOURIST INFORMATION--The student will be able to:

18.01 Provide guest information assistance.
18.02 Display cross-cultural and handicapped sensitivity.
18.03 Identify and give directions to local tourist attractions.
18.04 Give mileage distances and routes to cities or attractions.
18.05 Give locations of community services.
18.06 Give locations of other hotels/motels and service provided.
18.07 Provide information on current community events.
18.08 Respond appropriately to incoming correspondence.

19.0 PROCESS RESERVATIONS, REGISTER, AND CHECK OUT GUESTS--The student will be able to:

19.01 Inquire about advance reservation.
19.02 Make guaranteed room reservation.
19.03 Process reservation requests by mail, telephone, telegram, teletype, or centralized computer.
19.04 Process reservation requests from toll-free WATS line operators, from agents, and individuals.
19.05 Process reservation requests by type.
19.06 File confirmed reservation requests.
19.07 Prepare correspondence and documents pertaining to a reservation request.
19.08 Check all folios and reservation cards of departing guests for commissions due.
19.09 Bring reservation file up to date each day, moving current reservations forward to registration and check-in desk.
19.10 Accept and record reservation.
19.11 Check reservation file to see if guest is already assigned to another room.
19.12 Set aside a whole floor of rooms for reservations.

19.13 Make advanced reservation at other hotel/motels.
19.14 Process pre-payment of future reservations.
19.15 File telephone registration.
19.16 Keep record of registration.
19.17 Remove registration from file and register guest.
19.18 Maintain registration records files, forms, and documents.
19.19 Complete check-in procedures.
19.20 Check all needed information.
19.21 Meet and greet guests and visitors.
19.22 Operate computer terminals.
19.23 Inform guests of property services.
19.24 Operate Telex terminal.
19.25 Receive information from sales department on conventions and special meetings and relay to guests.
19.26 Find rooms for customers when property is full.
19.27 Check room rack for available space and make room assignment prior to arrival.
19.28 Issue room key and receipt.
19.29 If assistance is requested, page bell person to escort guest to room.
19.30 Use room-selling techniques.
19.31 Request payment of the room in advance.
19.32 Operate front office machines.
19.33 Prevent guest assignment to occupied room by using approved procedure and communication system.
19.34 Maintain work area.
19.35 Reissue keys to guest upon request.
19.36 Receive room key and issue receipt at check-out.
19.37 Receive room keys from guest; place in proper room slot.
19.38 Keep account of keys issued.
19.39 Cancel room reservation.
19.40 Balance folio.
19.41 Obtain authorization on credit card and make credit card sale.
19.42 Prepare credit card balance.
19.43 Pay designated invoices and follow paid-out procedures.
19.44 Compute posting machine balance on all charges.
19.45 Accept checks for payment if authorized by manager.
19.46 Verify cash amount in cash register using posting machine.
19.47 Perform cashiering duties and handle check out procedures by following policies and procedures.
19.48 Verify cash amount turned in on each shift.
19.49 Verify shift bank at beginning of shift.
19.50 Process credit card payments.
19.51 Post charges to folio.
19.52 Collect charges from open folio.
19.53 Authorize guest charges to other departments.
19.54 Approve checks to be cashed.
19.55 Check credit over limit report.
19.56 Verify credit cards.

20.0 POST CHARGES, RECEIVE PAYMENT, KEEP RECORDS--The student will be able to:

20.01 Apply industry mathematics skills to solve problems in the hospitality industry.
20.02 Prepare shift deposit.
20.03 Compute occupancy report.
20.04 Compute average dollar amount spent by guest.
20.05 Verify cash amount turned in on each shift.
20.06 Compile the day's income report on food and beverage sales.
20.07 Prepare folios.
20.08 Post charges to the guest ledger.
20.09 Bring all the guest ledger information up to date.
20.10 Post all charges from telephone, laundry, specialty shop purchases, and other services.
20.11 Prepare a night audit report.
20.12 Receive and record payments.
20.13 Complete vouchers.
20.14 Transfer to the ledger.
20.15 Transfer "hold" accounts.
20.16 Transfer to different accounts.
20.17 Complete a credit transaction.
20.18 Post guest paid in full.
20.19 Post allowance after guest has paid in full.
20.20 Post a paid out.
20.21 Prepare a "D" report worksheet.
20.22 Locate errors and make adjustments.
20.23 Correct an error on a posting machine.
20.24 Balance folio accounts.
20.25 Complete excessive charges report.
20.26 Verify cash amount in register using posting machine.
20.27 Give receipt to guest.
20.28 Verify cash amount in cash register on each shift.
20.29 Post restaurant tickets.
20.30 Reproduce guest records.
20.31 Organize the posting of charges to guest folios.
20.32 Ring up cash sales.
20.33 Make change for customers.
20.34 Sell tobacco, newspapers, etc.

21.0 RECORD FINANCIAL TRANSACTIONS, VERIFY AND BALANCE ENTRIES, AND PREPARE REPORTS--The student will be able to:

21.01 Complete excessive charges report.
21.02 Verify cash amount in cash register.
21.03 Verify cash amount turned in on each shift.
21.04 Verify and balance entries and records of financial transactions reported by the various hotel departments during the day.
21.05 Prepare hotel revenue report on a daily basis.
21.06 File each day's reports and papers.
21.07 Maintain a neat and orderly front office.
21.08 Complete the night audit by change of morning shift.
21.09 Forward balance when a folio is full.
21.10 Complete excessive charges report.
21.11 Prepare housekeeping report.
21.12 Prepare shift report.

21.13 Maintain incident log.

22.0 APPLY BASIC SANITATION SKILLS--The student will be able to:

22.01 Utilize cleaning and sanitizing principles.
22.02 Apply housekeeping management skills.
22.03 Demonstrate pest control.
22.04 Identify sanitation regulations and standards.
22.05 Identify accident prevention.
22.06 Demonstrate protection procedures for avoiding HIV-AIDS infection while performing housekeeping duties.

23.0 DEMONSTRATE HOUSEKEEPING OPERATIONS AND MANAGEMENT FUNCTIONS--The student will be able to:

23.01 Describe housekeeping department operations.
23.02 Clean and maintain guest rooms and public areas.
23.03 Care for floor and carpets.
23.04 Demonstrate interior restoration.
23.05 Clean and maintain bathrooms and restrooms.
23.06 Identify housekeeping administrative areas.
23.07 Identify housekeeping management functions.
23.08 Identify recordkeeping procedures and keep records.
23.09 Demonstrate professional housekeeping management.
23.10 Verify laundry.
23.11 Prepare housekeeping report.
23.12 Review key report.
23.13 Prepare summary report on outstanding debts.
23.14 Verify completion of work by employees.
23.15 Review shift reports.
23.16 Record and report room inventory.

24.0 SOLVE PROBLEMS AND MAKE INFORMED DECISIONS--The student will be able to:

24.01 Solve problems in accordance with management policy and mission statement.
24.02 Make informed decisions in accordance with management policy and mission statement.

25.0 MAINTAIN ACCOUNTING AND INFORMATION SYSTEM--The student will be able to:

25.01 Set up, maintain, and audit petty cash fund.
25.02 Maintain accounts payable.
25.03 Check, record, and pay invoices.
25.04 Maintain accounts receivable.
25.05 Reconcile cash.
25.06 Prepare bank deposit.
25.07 Reconcile bank statements.
25.08 Calculate, analyze, and review labor costs.
25.09 Review and analyze balance sheet.
25.10 Prepare and monitor profit plan.
25.11 Prepare and analyze general ledger.
25.12 Monitor the accounting, cashiering, and billing of all guest services.

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25.13 Record and maintain daily departmental revenue records.
25.14 Prepare journals and ledgers.
25.15 Compute average amount spent by guests.
25.16 Compute average room rate.
25.17 Compute occupancy percentage report.
25.18 Take posting machine balance on all charges.
25.19 Prepare for management a daily listing of guest accounts of $50.00
25.20 Make use of adding, bookkeeping, telephone, and calculating machines as well as computer terminal inputs and readouts.
25.21 Add all guest ledgers and all city ledgers.
25.22 Locate problem when machine is inoperative.
25.23 Perform routine service and machine resupply.

26.0 APPLY AND MAINTAIN SECURITY AND SAFETY PROCEDURES--The student will be able to:

26.01 Demonstrate general safety practices.
26.02 Demonstrate general sanitation and hygienic principles.
26.03 Demonstrate security practices.
26.04 Recognize emergency situations.
26.05 Identify nature and scope of security problems.
26.06 Identify storage and protection of valuables.
26.07 Identify security procedures for hospitality facilities.
26.08 Identify components of training and supervision.
26.09 Identify procedures for guest protection.
26.10 Apply appropriate procedures for handling guest accidents.
26.11 Maintain security system.
26.12 Maintain safety deposit boxes.
26.13 Maintain key controls.
26.14 Maintain program for guest security.
26.15 Apply company procedures for dealing with undesirable persons.
26.16 Maintain a program for staff security.
26.17 Maintain a computer security system.
26.18 Maintain inventory security system.
26.19 Apply appropriate procedures for handling bomb threats, civil disturbances and riots.
26.20 Apply appropriate procedures for personnel to follow during major natural disasters.
26.21 Apply appropriate procedures during a robbery.

27.0 DEMONSTRATE HOTEL MARKETING OPERATIONS--The student will be able to:

27.01 Identify steps in staff recruitment and selections.
27.02 Identify procedures for staff orientation and training.
27.03 Identify procedures for employee performance evaluation.
27.04 Develop a plan for wage and salary administration.
27.05 Identify internal communications processes.
27.06 Identify motivational techniques.
27.07 Identify disciplinary process.
27.08 Demonstrate conflict resolution.
27.09 Identify employee groups.
27.10 Identify the functions and purposes of employee unions.
27.11 Identify labor control systems and their functions.

27.12 Identify procedures in management development.

28.0 IDENTIFY THE ROLES OF MANAGEMENT AND SUPERVISORY PERSONNEL--The student will be able to:

28.01 Identify management functions.
28.02 Identify supervisory functions.
28.03 Identify leadership styles.
28.04 Identify work improvement concepts.
28.05 Describe the supervisor's role as a change agent.

29.0 DEMONSTRATE KNOWLEDGE OF LAWS THAT AFFECT THE HOSPITALITY INDUSTRY--The student will be able to:

29.01 Identify applicable wage and hour laws.
29.02 Identify laws affecting hiring practices.
29.03 Identify labor relations laws.
29.04 Identify public health and safety laws.
29.05 Identify warranties and product liabilities.

30.0 MANAGE THE FRONT OFFICE--The student will be able to:

30.01 Plan and administer front office operations.
30.02 Development management system for front office areas.
30.03 Maintain stock inventory (forms, supplies, etc.).
30.04 Maintain stock rotation.
30.05 Develop and maintain front office area cleanliness.
30.06 Maintain energy conservation program.
30.07 Schedule training of employees in selected first-aid techniques.
30.08 Schedule training of employees in Cardia-Pulmonary Resuscitation (CPR).
30.09 Handle customer/client complaints.
30.10 Orient new employees.

31.0 SUPERVISE PERSONNEL--The student will be able to:

31.01 Prepare job descriptions.
31.02 Conduct job application interview.
31.03 Match individual employee talent to job descriptions.
31.04 Train new employees.
31.05 Conduct new employee orientation to facility and to company policies.
31.06 Conduct training for experienced employees.
31.07 Established recruiting and selection procedures in accordance with company policy.
31.08 Delegate responsibility and authority.
31.09 Prepare employee work schedules.
31.10 Conduct employee performance evaluation.
31.11 Conduct performance review interview.
31.12 Administer disciplinary action.
31.13 Reconcile staff grievances.
31.14 Reconcile employee disputes/complaints.
31.15 Establish labor control system.

31.16 Establish wage, salary control system.
31.17 Lead management-employee group discussions.
31.18 Communicate policy concerning sexual harassment.
31.19 Communicate policy concerning substance abuse.
31.20 Demonstrate the principles of managing training programs.
31.21 Perform a task analysis.
31.22 Demonstrate procedures for hiring trainable employees.
31.23 Develop training objectives and plans for a training program.
31.24 Demonstrate procedures for evaluating training programs.
31.25 Identify communications concepts in training programs.
31.26 Identify team-building strategies.
31.27 Identify effective coaching and counseling techniques.
31.28 Identify methods for the implementation of training programs.

32.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

32.01 Define entrepreneurship.
32.02 Describe the importance of entrepreneurship to the American economy.
32.03 List the advantages and disadvantages of business ownership.
32.04 Identify the risks involved in ownership of a business.
32.05 Identify the necessary personal characteristics of a successful entrepreneur.
32.06 Identify the business skills needed to operate a small business efficiently and effectively.
32.07 Develop a plan for opening a business.

33.0 DEMONSTRATE THE USE OF COMPUTERS IN MARKETING--The student will be able to:

33.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
33.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
33.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
33.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
33.05 Utilize word processing and graphics programs for marketing reports and activities.
33.06 Utilize interactive computer programs to solve marketing problems.
33.07 Demonstrate technology appropriate for marketing functions and practices related to a selected hospitality career field

Program: 8830300 Hospitality Services

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also include.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.

02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.

04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.

07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8830310
Course Title: Introduction to the Hospitality Industry
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to provide students with experiences and skills necessary for entry and development of a career in the hospitality industry.

09.0 DEVELOP A TENTATIVE CAREER PLAN IN THE HOSPITALITY SERVICES--The student will be able to:

09.01 Identify career opportunities in hospitality industry.
09.02 Research a hospitality occupation.
09.03 List the various jobs within a selected hospitality occupation.
09.04 Diagram a career ladder for the selected hospitality occupation.
09.05 Write a job description for a selected hospitality occupation.
09.06 Identify the educational requirements and work experience needed for the selected hospitality occupation.
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10.0 IDENTIFY PROCEDURES FOR ORGANIZATION AND FUNCTIONS OF HOSPITALITY INDUSTRY--The student will be able to:

10.01 Trace evolution of the lodging industry.
10.02 Trace development of hospitality industry.
10.03 Analyze organizational structure of hotel operations.
10.04 Identify mission of food and beverage department.
10.05 Identify mission of personnel, accounting, and sales.
10.06 Identify future trends in hospitality industry.
10.07 Analyze functions of hospitality industry.
10.08 Use common hotel terminology.

11.0 DESCRIBE THE ORGANIZATIONAL STRUCTURE OF HOTELS, MOTELS, BED AND BREAKFASTS AND OTHER HOSPITALITY INDUSTRIES--The student will be able to:

11.01 Describe management functions applied to hospitality services.
11.02 Identify staff according to function.
11.03 Describe roles and responsibilities of departments within hospitality organization.
11.04 Describe various organizational structures within hospitality industry.

12.0 APPLY SALES TECHNIQUES FOR MARKETING HOSPITALITY SERVICES--The student will be able to:

- 12.01 Identify the sales techniques used by the hospitality industry.
- 12.02 Greet guests and determine their needs.
- 12.03 Demonstrate techniques for maintaining proper environment.

13.0 PERFORM GENERAL HOTEL DUTIES--The student will be able to:

- 13.01 Perform duties of hotel clerk in smaller establishment.
- 13.02 Maintain information about guest services.
- 13.03 Represent the general manager in any duty assigned.
- 13.04 Handle all other internal control items as to company policy and procedure.
- 13.05 Maintain the daily "walk-in" reservation sheet in accordance with policy and procedure.
- 13.06 Maintain all files, records, forms, and documents in an orderly manner.
- 13.07 Maintain inventory of office supplies.

14.0 TRANSMIT AND RECEIVE MESSAGES--The student will be able to:

- 14.01 Identify telephone communication techniques.
- 14.02 Develop a dynamic telephone personality.
- 14.03 Provide services using various types of telephone systems.
- 14.04 Retrieve guest data using computer terminal.
- 14.05 Record and place wake-up calls.
- 14.06 Provide message services.
- 14.07 Provide proper mail services (handling and distribution).
- 14.08 Recognize emergency situations coming through the telephone system and give appropriate procedural responses.
- 14.09 Operate the switchboard.
- 14.10 Apply telephone etiquette.
- 14.11 Transfer information from shift to shift.
- 14.12 Sort and distribute telegrams, mail, and messages for guests.
- 14.13 Receive, record, and carry out requests for wake-up calls.
- 14.14 Give messages and mail to guest, upon request.
- 14.15 File all guest room documents to night auditor file.
- 14.16 Page people using public address system.
- 14.17 Post current events board.
- 14.18 Post messages on message board.
- 14.19 Keep record of daily parcels.
- 14.20 Accept and forward registered or certified mail.

15.0 ANSWER INQUIRIES ABOUT SERVICES/PROBLEMS--The student will be able to:

- 15.01 Answer guest questions courteously.
- 15.02 Direct guests to other personnel and departments.
- 15.03 Handle incoming front-desk telephone call promptly and courteously.
- 15.04 Accept and process guest complaints, making sure that the proper department gets the message.
- 15.05 Maintain cordial, courteous, cooperative attitude with guests and hotel/motel workers.

15.06 Arrange for services for handicapped guests.
15.07 Coordinate special guest services.

16.0 PROVIDE GUEST SERVICES--The student will be able to:

16.01 Communicate establishment's mission statement concerning guest services.
16.02 Reconcile guest complaints.
16.03 Answer questions concerning services.
16.04 Provide information concerning the community.
16.05 Make group reservations for tours.
16.06 Keep written record of all articles left by the guest.
16.07 Secure guest valuables in safe deposit boxes and issue receipts.

17.0 CONDUCT EMERGENCY PROCEDURES--The student will be able to:

17.01 Call fire department.
17.02 Use fire extinguisher.
17.03 Call emergency medical services.
17.04 Call police department.
17.05 Provide emergency first aid and/or supplies.
17.06 Perform Cardia-Pulmonary Resuscitation (CPR).
17.07 Document details of any emergency.
17.08 Contact management.
17.09 Follow other company emergency procedures.

18.0 PROVIDE TOURIST INFORMATION--The student will be able to:

18.01 Provide guest information assistance.
18.02 Display cross-cultural and handicapped sensitivity.
18.03 Identify and give directions to local tourist attractions.
18.04 Give mileage distances and routes to cities or attractions.
18.05 Give locations of community services.
18.06 Give locations of other hotels/motels and service provided.
18.07 Provide information on current community events.
18.08 Respond appropriately to incoming correspondence.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8830320
Course Title: Hospitality Operations
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to provide students with the competencies required for employment at the career specialist level in a variety of hospitality related industries.

19.0 PROCESS RESERVATIONS, REGISTER, AND CHECK OUT GUESTS--The student will be able to:

19.01 Inquire about advance reservation.
19.02 Make guaranteed room reservation.
19.03 Process reservation requests by mail, telephone, telegram, teletype, or centralized computer.
19.04 Process reservation requests from toll-free WATS line operators, from agents, and individuals.
19.05 Process reservation requests by type.
19.06 File confirmed reservation requests.
19.07 Prepare correspondence and documents pertaining to a reservation request.
19.08 Check all folios and reservation cards of departing guests for commissions due.
19.09 Bring reservation file up to date each day, moving current reservations forward to registration and check-in desk.
19.10 Accept and record reservation.
19.11 Check reservation file to see if guest is already assigned to another room.
19.12 Set aside a whole floor of rooms for reservations.
19.13 Make advanced reservation at other hotel/motels.
19.14 Process pre-payment of future reservations.
19.15 File telephone registration.
19.16 Keep record of registration.
19.17 Remove registration from file and register guest.
19.18 Maintain registration records files, forms, and documents.
19.19 Complete check-in procedures.
19.20 Check all needed information.
19.21 Meet and greet guests and visitors.
19.22 Operate computer terminals.
19.23 Inform guests of property services.
19.24 Operate Telex terminal.
19.25 Receive information from sales department on conventions and special meetings and relay to guests.
19.26 Find rooms for customers when property is full.
19.27 Check room rack for available space and make room assignment prior to arrival.
19.28 Issue room key and receipt.

19.29 If assistance is requested, page bell person to escort guest to room.
19.30 Use room-selling techniques.
19.31 Request payment of the room in advance.
19.32 Operate front office machines.
19.33 Prevent guest assignment to occupied room by using approved procedure and communication system.
19.34 Maintain work area.
19.35 Reissue keys to guest upon request.
19.36 Receive room key and issue receipt at check-out.
19.37 Receive room keys from guest; place in proper room slot.
19.38 Keep account of keys issued.
19.39 Cancel room reservation.
19.40 Balance folio.
19.41 Obtain authorization on credit card and make credit card sale.
19.42 Prepare credit card balance.
19.43 Pay designated invoices and follow paid-out procedures.
19.44 Compute posting machine balance on all charges.
19.45 Accept checks for payment if authorized by manager.
19.46 Verify cash amount in cash register using posting machine.
19.47 Perform cashiering duties and handle check out procedures by following policies and procedures.
19.48 Verify cash amount turned in on each shift.
19.49 Verify shift bank at beginning of shift.
19.50 Process credit card payments.
19.51 Post charges to folio.
19.52 Collect charges from open folio.
19.53 Authorize guest charges to other departments.
19.54 Approve checks to be cashed.
19.55 Check credit over limit report.
19.56 Verify credit cards.

20.0 POST CHARGES, RECEIVE PAYMENT, KEEP RECORDS--The student will be able to:

20.01 Apply industry mathematics skills to solve problems in the hospitality industry.
20.02 Prepare shift deposit.
20.03 Compute occupancy report.
20.04 Compute average dollar amount spent by guest.
20.05 Verify cash amount turned in on each shift.
20.06 Compile the day's income report on food and beverage sales.
20.07 Prepare folios.
20.08 Post charges to the guest ledger.
20.09 Bring all the guest ledger information up to date.
20.10 Post all charges from telephone, laundry, specialty shop purchases, and other services.
20.11 Prepare a night audit report.
20.12 Receive and record payments.
20.13 Complete vouchers.
20.14 Transfer to the ledger.
20.15 Transfer "hold" accounts.
20.16 Transfer to different accounts.
20.17 Complete a credit transaction.

20.18 Post guest paid in full.
20.19 Post allowance after guest has paid in full.
20.20 Post a paid out.
20.21 Prepare a "D" report worksheet.
20.22 Locate errors and make adjustments.
20.23 Correct an error on a posting machine.
20.24 Balance folio accounts.
20.25 Complete excessive charges report.
20.26 Verify cash amount in register using posting machine.
20.27 Give receipt to guest.
20.28 Verify cash amount in cash register on each shift.
20.29 Post restaurant tickets.
20.30 Reproduce guest records.
20.31 Organize the posting of charges to guest folios.
20.32 Ring up cash sales.
20.33 Make change for customers.
20.34 Sell tobacco, newspapers, etc.

21.0 RECORD FINANCIAL TRANSACTIONS, VERIFY AND BALANCE ENTRIES, AND PREPARE REPORTS--The student will be able to:

21.01 Complete excessive charges report.
21.02 Verify cash amount in cash register.
21.03 Verify cash amount turned in on each shift.
21.04 Verify and balance entries and records of financial transactions reported by the various hotel departments during the day.
21.05 Prepare hotel revenue report on a daily basis.
21.06 File each day's reports and papers.
21.07 Maintain a neat and orderly front office.
21.08 Complete the night audit by change of morning shift.
21.09 Forward balance when a folio is full.
21.10 Complete excessive charges report.
21.11 Prepare housekeeping report.
21.12 Prepare shift report.
21.13 Maintain incident log.

22.0 APPLY BASIC SANITATION SKILLS--The student will be able to:

22.01 Utilize cleaning and sanitizing principles.
22.02 Apply housekeeping management skills.
22.03 Demonstrate pest control.
22.04 Identify sanitation regulations and standards.
22.05 Identify accident prevention.
22.06 Demonstrate protection procedures for avoiding HIV-AIDS infection while performing housekeeping duties.

23.0 DEMONSTRATE HOUSEKEEPING OPERATIONS AND MANAGEMENT FUNCTIONS--The student will be able to:

23.01 Describe housekeeping department operations.
23.02 Clean and maintain guest rooms and public areas.
23.03 Care for floor and carpets.
23.04 Demonstrate interior restoration.

23.05 Clean and maintain bathrooms and restrooms.
23.06 Identify housekeeping administrative areas.
23.07 Identify housekeeping management functions.
23.08 Identify recordkeeping procedures and keep records.
23.09 Demonstrate professional housekeeping management.
23.10 Verify laundry.
23.11 Prepare housekeeping report.
23.12 Review key report.
23.13 Prepare summary report on outstanding debts.
23.14 Verify completion of work by employees.
23.15 Review shift reports.
23.16 Record and report room inventory.

24.0 SOLVE PROBLEMS AND MAKE INFORMED DECISIONS--The student will be able to:

24.01 Solve problems in accordance with management policy and mission statement.
24.02 Make informed decisions in accordance with management policy and mission statement.

Program: 8830300 Hospitality Services

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8830330
Course Title: Hospitality Supervision
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to provide students with the skills and knowledge required for supervisory level and mid-management level employment in a wide variety of hospitality related industries.

25.0 MAINTAIN ACCOUNTING AND INFORMATION SYSTEM--The student will be able to:

25.01 Set up, maintain, and audit petty cash fund.
25.02 Maintain accounts payable.
25.03 Check, record, and pay invoices.
25.04 Maintain accounts receivable.
25.05 Reconcile cash.
25.06 Prepare bank deposit.
25.07 Reconcile bank statements.
25.08 Calculate, analyze, and review labor costs.
25.09 Review and analyze balance sheet.
25.10 Prepare and monitor profit plan.
25.11 Prepare and analyze general ledger.
25.12 Monitor the accounting, cashiering, and billing of all guest services.
25.13 Record and maintain daily departmental revenue records.
25.14 Prepare journals and ledgers.
25.15 Compute average amount spent by guests.
25.16 Compute average room rate.
25.17 Compute occupancy percentage report.
25.18 Take posting machine balance on all charges.
25.19 Prepare for management a daily listing of guest accounts of $50.00
25.20 Make use of adding, bookkeeping, telephone, and calculating machines as well as computer terminal inputs and readouts.
25.21 Add all guest ledgers and all city ledgers.
25.22 Locate problem when machine is inoperative.
25.23 Perform routine service and machine resupply.

26.0 APPLY AND MAINTAIN SECURITY AND SAFETY PROCEDURES--The student will be able to:

26.01 Demonstrate general safety practices.
26.02 Demonstrate general sanitation and hygienic principles.
26.03 Demonstrate security practices.
26.04 Recognize emergency situations.
26.05 Identify nature and scope of security problems.
26.06 Identify storage and protection of valuables.
26.07 Identify security procedures for hospitality facilities.

26.08 Identify components of training and supervision.
26.09 Identify procedures for guest protection.
26.10 Apply appropriate procedures for handling guest accidents.
26.11 Maintain security system.
26.12 Maintain safety deposit boxes.
26.13 Maintain key controls.
26.14 Maintain program for guest security.
26.15 Apply company procedures for dealing with undesirable persons.
26.16 Maintain a program for staff security.
26.17 Maintain a computer security system.
26.18 Maintain inventory security system.
26.19 Apply appropriate procedures for handling bomb threats, civil disturbances and riots.
26.20 Apply appropriate procedures for personnel to follow during major natural disasters.
26.21 Apply appropriate procedures during a robbery.

27.0 DEMONSTRATE HOTEL MARKETING OPERATIONS--The student will be able to:

27.01 Identify steps in staff recruitment and selections.
27.02 Identify procedures for staff orientation and training.
27.03 Identify procedures for employee performance evaluation.
27.04 Develop a plan for wage and salary administration.
27.05 Identify internal communications processes.
27.06 Identify motivational techniques.
27.07 Identify disciplinary process.
27.08 Demonstrate conflict resolution.
27.09 Identify employee groups.
27.10 Identify the functions and purposes of employee unions.
27.11 Identify labor control systems and their functions.
27.12 Identify procedures in management development.

28.0 IDENTIFY THE ROLES OF MANAGEMENT AND SUPERVISORY PERSONNEL--The student will be able to:

28.01 Identify management functions.
28.02 Identify supervisory functions.
28.03 Identify leadership styles.
28.04 Identify work improvement concepts.
28.05 Describe the supervisor's role as a change agent.

29.0 DEMONSTRATE KNOWLEDGE OF LAWS THAT AFFECT THE HOSPITALITY INDUSTRY--The student will be able to:

29.01 Identify applicable wage and hour laws.
29.02 Identify laws affecting hiring practices.
29.03 Identify labor relations laws.
29.04 Identify public health and safety laws.
29.05 Identify warranties and product liabilities.

30.0 MANAGE THE FRONT OFFICE--The student will be able to:

30.01 Plan and administer front office operations.
30.02 Development management system for front office areas.

30.03 Maintain stock inventory (forms, supplies, etc.).
30.04 Maintain stock rotation.
30.05 Develop and maintain front office area cleanliness.
30.06 Maintain energy conservation program.
30.07 Schedule training of employees in selected first-aid techniques.
30.08 Schedule training of employees in Cardia-Pulmonary Resuscitation (CPR).
30.09 Handle customer/client complaints.
30.10 Orient new employees.

31.0 SUPERVISE PERSONNEL--The student will be able to:

31.01 Prepare job descriptions.
31.02 Conduct job application interview.
31.03 Match individual employee talent to job descriptions.
31.04 Train new employees.
31.05 Conduct new employee orientation to facility and to company policies.
31.06 Conduct training for experienced employees.
31.07 Established recruiting and selection procedures in accordance with company policy.
31.08 Delegate responsibility and authority.
31.09 Prepare employee work schedules.
31.10 Conduct employee performance evaluation.
31.11 Conduct performance review interview.
31.12 Administer disciplinary action.
31.13 Reconcile staff grievances.
31.14 Reconcile employee disputes/complaints.
31.15 Establish labor control system.
31.16 Establish wage, salary control system.
31.17 Lead management-employee group discussions.
31.18 Communicate policy concerning sexual harassment.
31.19 Communicate policy concerning substance abuse.
31.20 Demonstrate the principles of managing training programs.
31.21 Perform a task analysis.
31.22 Demonstrate procedures for hiring trainable employees.
31.23 Develop training objectives and plans for a training program.
31.24 Demonstrate procedures for evaluating training programs.
31.25 Identify communications concepts in training programs.
31.26 Identify team-building strategies.
31.27 Identify effective coaching and counseling techniques.
31.28 Identify methods for the implementation of training programs.

32.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

32.01 Define entrepreneurship.
32.02 Describe the importance of entrepreneurship to the American economy.
32.03 List the advantages and disadvantages of business ownership.
32.04 Identify the risks involved in ownership of a business.
32.05 Identify the necessary personal characteristics of a successful entrepreneur.

32.06 Identify the business skills needed to operate a small business efficiently and effectively.

32.07 Develop a plan for opening a business.

33.0 DEMONSTRATE THE USE OF COMPUTERS IN MARKETING--The student will be able to:

33.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.

33.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.

33.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.

33.04 Demonstrate the importance of marketing spreadsheet data decision making skills.

33.05 Utilize word processing and graphics programs for marketing reports and activities.

33.06 Utilize interactive computer programs to solve marketing problems.

33.07 Demonstrate technology appropriate for marketing functions and practices related to a selected hospitality career field.

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Insurance Management
Occupational Area:	Marketing
	PSV
CIP Number	0206.080100
Grade Level	College Credits
Length	AS Degree - 61 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for positions of management in the field of insurance, such as manager, insurance office (186.167-034).

The content should include, but not be limited to, elements of insurance, risk management procedures and other elements of company and agency management.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program and provide instruction in insurance management.

III. **SPECIAL NOTE:** Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences and a work station which reflects equipment, skills and tasks relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 61 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01.0 Demonstrate the human relation and leadership skills necessary for success in managing personnel.
02.0 Demonstrate the ability to communicate skillfully.
03.0 Demonstrate proficiency in applying basic math skills as needed in the insurance industry.
04.0 Demonstrate knowledge of basic economic principles.

05.0 Demonstrate knowledge of basic insurance principles.

06.0 Demonstrate knowledge and application of insurance product and service technology.

07.0 Maintain appropriate business records for an insurance agency.

08.0 Develop a financial analysis for an insurance agency.

09.0 Demonstrate knowledge of the benefits and effects of automation in the operation of an insurance agency.

10.0 Demonstrate effective personnel management.

11.0 Demonstrate knowledge of employee compensation and benefits plans.

12.0 Demonstrate the ability to effectively plan, organize, control and make decisions concerning the operations of the agency.

13.0 Develop a successful promotion plan for an insurance agency.

06.0 Demonstrate knowledge and application of insurance product and service technology.
07.0 Maintain appropriate business records for an insurance agency.
08.0 Develop a financial analysis for an insurance agency.
09.0 Demonstrate knowledge of the benefits and effects of automation in the operation of an insurance agency.
10.0 Demonstrate effective personnel management.
11.0 Demonstrate knowledge of employee compensation and benefits plans.
12.0 Demonstrate the ability to effectively plan, organize, control and make decisions concerning the operations of the agency.
13.0 Develop a successful promotion plan for an insurance agency.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Insurance
Secondary Number:
Postsecondary Number: 0206.080100

01.0 DEMONSTRATE THE HUMAN RELATION AND LEADERSHIP SKILLS NECESSARY FOR SUCCESS IN MANAGING PERSONNEL--The student will be able to:

01.01 Identify characteristics of effective leaders.
01.02 Compare different types of leadership styles.
01.03 Identify important human-relations skills needed by managers.
01.04 Discuss how personality and basic needs are related to work satisfaction.
01.05 Present strategies for effectively dealing with conflict.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the communication process.
02.02 Identify barriers to good communications.
02.03 List basic guides for improving communications.
02.04 Compare various types of communication channels.
02.05 Discuss how the use of committees and the brainstorming technique can help solve business problems.
02.06 Demonstrate effective written communication skills.
02.07 Demonstrate effective oral communication skills.
02.08 Explain the importance of good listening skills.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING BASIC MATH SKILLS AS NEEDED IN THE INSURANCE INDUSTRY--The student will be able to:

03.01 Perform addition, subtraction, multiplication, and division.
03.02 Complete problems using percentages, decimals, and fractions.

04.0 DEMONSTRATE KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

04.01 Describe the economic system of the United States.
04.02 Explain the role o private property and profit in our economic system.
04.03 Describe how supply and demand affect the prices of goods and services.
04.04 Explain the importance of economic growth.
04.05 Compare capitalism, socialism, and communism.
04.06 Explain major federal legislation the promotes fair competition.
04.07 Identify methods used by state and local governments to regulate business.

05.0 DEMONSTRATE KNOWLEDGE OF BASIC INSURANCE PRINCIPLES--The student will be able to:

05.01 Discuss the origin of insurance and its development up to the present time.
05.02 Explain why the institution of insurance protects society.
05.03 Define the technical terms used in the insurance business.
05.04 Understand and explain the application to insurance of the "law of large numbers" and the "theory of probability".
05.05 Explain the characteristics of an insurable hazard.
05.06 List and discuss alternative methods of dealing with risk.
05.07 List and explain the characteristics of the insurance contract.
05.08 List the prerequisites to an enforceable contract.
05.09 Define and understand the application of the doctrines peculiar to the insurance contract.
05.10 List and discuss the different types of insurance carriers.
05.11 Explain the background of insurance regulation and its development up to the present time.

06.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

06.01 Explain the terms, conditions, and coverage found in the standard fire policy.
06.02 List and explain the purposes of the forms that can be added to the standard fire policy.
06.03 Understand and discuss the standard clauses found in various fire and allied forms.
06.04 List and explain the various dwelling coverage forms available.
06.05 List and explain the various commercial coverage forms available.
06.06 Understand and discuss the different types of insurance contracts available to cover consequential and contingent losses.
06.07 Understand the procedure followed in the rating of fire and allied lines insurance contracts, and demonstrate this understanding.
06.08 Explain the purpose and scope of the special flood and windstorm programs.
06.09 Discuss the origin of inland marine insurance and its development up to the present time.
06.10 Understand and discuss the basic inland marine policy.
06.11 List the major personal inland marine coverage and explain their uses and differences.
06.12 List the major commercial inland marine coverage and explain their use and purpose.
06.13 Understand the procedure followed in the rating of inland marine insurance contracts and demonstrate this understanding.
06.14 Discuss the origin of ocean marine insurance.
06.15 List and discuss the divisions of ocean marine insurance.
06.16 List and define the implied warranties in ocean marine insurance.
06.17 Explain the liability of an ocean carrier for the property of others.
06.18 List and explain the nature of the insurable interests in an ocean marine venture.

06.19 Define the common ocean marine terms associated with the settlement of losses.
06.20 List and understand the ocean marine perils.
06.21 Explain the purpose of the basic ocean marine clauses.
06.22 Discuss the coverage afforded by the ocean marine policies.
06.23 Understand the procedure followed in the rating of ocean marine contracts and demonstrate this understanding.
06.24 Discuss the principles and application of the law of negligence.
06.25 List and discuss the broad division of general liability insurance.
06.26 Discuss the different personal liability coverage and explain the differences among them.
06.27 Discuss the different commercial liability coverage and explain the application to practical situations.
06.28 Understand the procedure followed in the rating of general liability insurance and demonstrate this understanding.
06.29 Discuss the negligence liability of automobile owners and operators.
06.30 Explain the various automobile liability insurance plans.
06.31 Discuss the different automobile insurance policies and explain the differences among them.
06.32 List and explain the different types of automobile coverage.
06.33 Understand the procedure followed in the rating of automobile insurance and demonstrate this understanding.
06.34 Discuss the purpose and operation of the Florida Joint Underwriters Association (FJUA).
06.35 Explain the Florida Automobile Reparation Reform Act (Personal Injury Protection-PIP).
06.36 Discuss the negligence liability of employers.
06.37 Discuss the origin of Workmen's Compensation and its development up to the present time.
06.38 Discuss the coverage, endorsements, conditions and exclusions found in Workmen's Compensation policies.
06.39 Understand the workings of the various Workmen's Compensation retrospective rating plans and demonstrate this understanding.
06.40 Understand the procedure followed in the rating of Workmen's Compensation insurance and demonstrate this understanding.
06.41 Discuss the purpose and operation of the assigned risk plan.
06.42 Discuss the nature of the boiler and machinery hazard.
06.43 List and explain the basic coverage found in boiler and machinery policies.
06.44 Explain the use and purpose of the various boiler and machinery endorsements.
06.45 Discuss the various policy provisions found in boiler and machinery policies.
06.46 Understand the procedure followed in the rating of boiler and machinery insurance and demonstrate this understanding.
06.47 Define the basic crime terms.
06.48 Discuss the different personal crime policies.
06.49 List and discuss the basic and miscellaneous commercial crime coverage forms.
06.50 Explain the purposes, advantages and disadvantages of crime deductibles.

06.51 Demonstrate an understanding of the procedure followed in the rating of crime insurance.

06.52 Discuss the comprehensive glass policy.

06.53 Demonstrate an understanding of the procedure followed in the rating of plate glass insurance.

06.54 Explain the purposes of fidelity bonds.

06.55 Define certain basic terms used in the fidelity field.

06.56 List and discuss the different types of fidelity bonds.

06.57 Demonstrate an understanding of the procedure followed in the rating of fidelity bonds.

06.58 Explain the differences between suretyship and insurance.

06.59 List and identify the parties to a surety bond.

06.60 List and discuss the different types of surety bonds.

06.61 Demonstrate an understanding of the procedure followed in the rating of surety bonds.

06.62 Discuss the development of the Homeowners policy.

06.63 Determine the types of risks that are eligible for the Homeowners program.

06.64 State the limits of liability required under the various Homeowners forms.

06.65 List and discuss the basic Homeowners coverage forms.

06.66 Discuss the various optional Homeowners coverage forms.

06.67 Explain the application of the mandatory Homeowners deductibles and discuss the optional deductibles available.

06.68 Demonstrate an understanding of the procedure followed in the rating of Homeowners contracts.

06.69 Discuss the history and concept of commercial multiple line insurance.

06.70 Define the above coverage risk and explain how this is reflected in the rate.

06.71 List and discuss the advantages of packaging.

06.72 List and discuss the various commercial multiple line programs.

06.73 Understand the procedure followed in the rating of commercial multiple line programs and demonstrate this understanding.

06.74 Explain the requirements necessary to underwrite and sell aviation insurance.

06.75 Discuss the origin of life insurance.

06.76 Explain why life insurance is needed by our society.

06.77 Define the terms used in life insurance.

06.78 Identify and explain the various types of life insurance.

06.79 Explain the basic life insurance policy and its provisions.

06.80 Identify and explain the payment procedures and options for life insurance.

06.81 Explain Florida's rules and regulations relative to life insurance.

06.82 Define health insurance.

06.83 Explain the importance of the health insurance application form.

06.84 Identify and explain the difference between individual and group health insurance.

06.85 Discuss the importance of uniform provisions in a health insurance policy.

07.0 MAINTAIN APPROPRIATE BUSINESS RECORDS FOR AN INSURANCE AGENCY--The student will be able to:

07.01 Discuss why business firms need good record systems.
07.02 Identify appropriate business records for an insurance agency.
07.03 List reasons why business records should be protected.
07.04 Describe how budgets are used to run business firms efficiently.
07.05 Complete identified business records accurately.

08.0 DEVELOP A FINANCIAL ANALYSIS FOR AN INSURANCE AGENCY--The student will be able to:

08.01 Describe a balance sheet and explain how it can be useful to a business.
08.02 Discuss the usefulness of the income statement in making business decisions.
08.03 Describe the importance of working capital and cash flow.
08.04 Describe how various financial experts can assist business managers.
08.05 Prepare a balance sheet and an income statement.

09.0 DEMONSTRATE KNOWLEDGE OF THE BENEFITS AND EFFECTS OF AUTOMATION IN THE OPERATION OF AN INSURANCE AGENCY--The student will be able to:

09.01 Discuss how computers can be used for data processing tasks.
09.02 Describe the need for a management information system in an insurance agency.
09.03 Explain how modern office equipment can be used effectively by records managers.

10.0 DEMONSTRATE EFFECTIVE PERSONNEL MANAGEMENT--The student will be able to:

10.01 List the functions of a personnel department.
10.02 Identify steps and procedures in recruiting employees.
10.03 Compare different techniques for training employees.
10.04 Discuss reasons for promoting and transferring employees.
10.05 Calculate the labor turnover rate for a business.
10.06 Develop a training program for new employees.

11.0 DEMONSTRATE KNOWLEDGE OF EMPLOYEE COMPENSATION AND BENEFITS PLAN--The student will be able to:

11.01 Distinguish between the various types of wage and salary plans.
11.02 Identify reasons why different wages and salaries are paid for different jobs.
11.03 Describe the most common kinds of fringe benefits.
11.04 Explain major provisions of both the Occupational Safety and Health Act and the Social Security Act.

12.0 DEMONSTRATE THE ABILITY TO EFFECTIVELY PLAN, ORGANIZE, CONTROL AND MAKE DECISIONS CONCERNING THE OPERATIONS OF THE AGENCY--The student will be able to:

12.01 Describe how the work of managers is different from that of other employees.
12.02 List the tools that managers use for planning purposes.
12.03 Identify the basic elements to be considered in organizing work.
12.04 Describe the importance of assigning duties, delegating authority, and evaluating the work completed.
12.05 Explain the importance of the organization chart.
12.06 Identify four general types of business controls.
12.07 Discuss the need for management information.
12.08 Explain the uses of business research.
12.09 List and explain the steps in problem solving.

13.0 DEVELOP A SUCCESSFUL PROMOTION PLAN FOR AN INSURANCE AGENCY--The student will be able to:

13.01 Identify the major methods of promotion.
13.02 List the sources of advertising.
13.03 Identify information sources for planning an advertising program.
13.04 Discuss factors involved in managing promotion including cost, timeliness, and legality.
13.05 Explain how understanding the customer can improve personal selling.
13.06 Show how a salesperson can use product knowledge.
13.07 Instruct employees in effective sales techniques.

02080700CL

July 1997

Florida Department of Education
CLUSTER CURRICULUM FRAMEWORK

Cluster Title: Marketing And Sales
Cluster Type: Job Preparatory
Occupational Area: Marketing Education
Components: Core, Six Programs, and Seven Occupational Completion Points

	Secondary	PSAV
Grade Level	9-12, 30, 31	30, 31
Facility Code	222	222
VSO	DECA	Delta Epsilon Chi
Coop Method	Yes	Yes
Apprenticeship	No	No

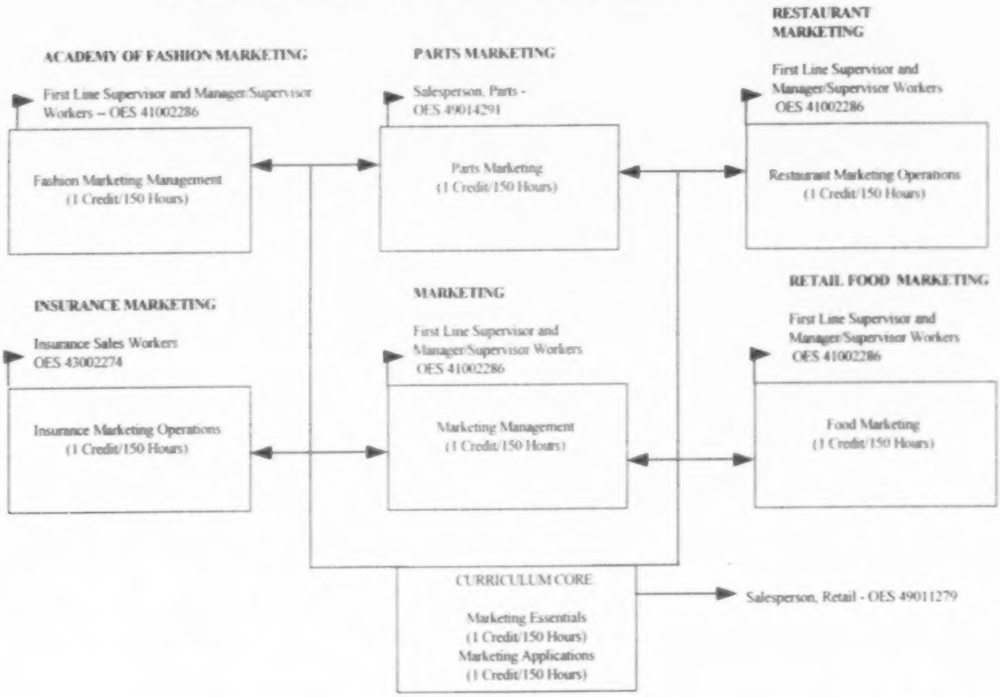
I. **PURPOSE:** The purpose of the programs in this cluster is to prepare students for employment or advanced training in the marketing and sales industry. The programs in this cluster also provide supplemental training for persons previously or currently employed in the marketing and sales industry. This cluster of programs focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the marketing industry: planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues and health, safety, and environmental issues.

II. **CLUSTER STRUCTURE:** This cluster is a planned sequence of instruction consisting of a core, six programs and seven occupational completion points. When the recommended sequence is followed, the structure will allow students to complete specified portions of the program for employment or remain for advanced training. A student who completes the applicable competencies at any occupational completion point may either continue with the training program or become an occupational completer.

It is recommended that students complete the core, or demonstrate the mastery of skills standards contained in the core, before advancing in either of the programs: Academy of Fashion Marketing, Parts Marketing, Restaurant Marketing, Retail Food Marketing, Marketing, or Insurance Marketing.

The following diagram illustrates the cluster structure:

Marketing and Sales Cluster
Secondary and Postsecondary Adult Vocational


RESTAURANT MARKETING
ACADEMY OF FASHION MARKETING
PARTS MARKETING
First Line Supervisor and Manager/Supervisor Workers -- OES 41002286
Salesperson, Parts - OES 49014291
First Line Supervisor and Manager/Supervisor Workers OES 41002286
Fashion Marketing Management (1 Credit/150 Hours)
Parts Marketing (1 Credit/150 Hours)
Restaurant Marketing Operations (1 Credit/150 Hours)
RETAIL FOOD MARKETING
MARKETING
INSURANCE MARKETING
First Line Supervisor and Manager/Supervisor Workers OES 41002286
Insurance Sales Workers OES 43002274
First Line Supervisor and Manager/Supervisor Workers OES 41002286
Insurance Marketing Operations (1 Credit/150 Hours)
Marketing Management (1 Credit/150 Hours)
Food Marketing (1 Credit/150 Hours)
CURRICULUM CORE
Marketing Essentials (1 Credit/150 Hours)
Marketing Applications (1 Credit/150 Hours)
Salesperson, Retail - OES 49011279

When offered at the secondary level, the programs in this cluster consist of the following courses which include the core:

Marketing
Core
8827110 - Marketing Essentials
8827120 - Marketing Applications

8827130 - Marketing Management

Academy of Fashion Marketing
Core
8806010 - Fashion Essentials*
8806020 - Fashion Applications*

8806030 - Fashion Marketing Management

Parts Marketing
Core
8827110 - Marketing Essentials
8827120 - Marketing Applications

8809030 - Parts Marketing

Retail Food Marketing
Core
8827110 - Marketing Essentials
8827120 - Marketing Applications

8821110 - Food Marketing

Restaurant Marketing
Core
8827110 - Marketing Essentials
8827120 - Marketing Applications

8824110 - Restaurant Marketing Operations

Insurance Marketing
Core
8827110 - Marketing Essentials
8827120 - Marketing Applications

8836110 - Insurance Marketing Operations

*The fashion emphasis in this program necessitates different course numbers for the core. The competencies are common to the core for the other programs.

III. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this cluster. Equipment and supplies should be provided to enhance hands-on experiences for students in the chosen occupation.

IV. **SPECIAL NOTE**: DECA, an Association of Marketing Students (secondary), and Delta Epsilon Chi, an Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The programs in this cluster may be offered in PSAV courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643, F.S.

The cooperative method of instruction (OJT) is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher, and employer including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult vocational students to exit the programs in this cluster are listed at the program level or at the occupational completion points within the program. These grade level numbers correspond to a grade equivalent score obtained on one of the state designated basic skills examinations. If a student does not meet the basic skills level required for completion from the program, remediation should be provided concurrently in the System for Applied Individualized Learning (SAIL) or remedial lab. Please reference the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards which the student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEPs. The job title for which the student is being trained must be designated in the IEP.

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate the methods to improve students' personal qualities and high-order thinking skills.

Equipment List: A generic equipment list is available for the programs in this cluster and is printed in a supplement to this document.

July 1997

Florida Department of Education
INTENDED OUTCOMES

Program Title:	**Marketing**	
	Secondary	PSAV
Program Numbers	**8827100**	**M899991**
CIP Number	0208.9999SP	0208.9999SP
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	450 hours
Certification	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7
Basic Skills		
Math		8
Language		9
Reading		9

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying math skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of the marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Select a marketing industry for career planning.
10.0 Demonstrate applications of distribution to the selected marketing industry.
11.0 Demonstrate applications of financing to the selected marketing industry.
12.0 Demonstrate applications of product/service planning to the selected marketing industry.
13.0 Demonstrate applications of marketing information management to the selected marketing industry.
14.0 Demonstrate pricing applications for the selected marketing industry.
15.0 Demonstrate promotion applications for the selected marketing industry.
16.0 Demonstrate purchasing applications to the selected marketing industry.
17.0 Demonstrate applications of risk management to the selected marketing industry.
18.0 Demonstrate applications of selling to the selected marketing industry.
19.0 Develop a plan for a tentative career in marketing.
20.0 Demonstrate an understanding of entrepreneurship.

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21.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

FIRST LINE SUPERVISOR AND MANAGER/SUPERVISOR, SALES RELATED WORKERS - OES Code 41002286

22.0 Apply basic economic principles to marketing.
23.0 Apply product and service technology.
24.0 Demonstrate merchandising skills appropriate for marketing.
25.0 Implement marketing operational techniques.
26.0 Demonstrate proficiency in applying higher level mathematical skills unique to marketing.
27.0 Apply promotion planning techniques and procedures to the marketing of products.
28.0 Apply entrepreneurship concepts to marketing.
29.0 Apply marketing management principles to a business.
30.0 Analyze international trends on marketing.
31.0 Demonstrate applications of technology to marketing.
32.0 Apply a career plan to marketing.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Marketing
Secondary Number: 8827100
Postsecondary Number: M899991

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.

03.02 Use proper grammar and vocabulary.

03.03 Explain the nature of effective verbal communications.

03.04 Address people properly.

03.05 Listen to and follow directions.

03.06 Explain the nature of written communications.

03.07 Explain the nature of staff communications.

03.08 Explain the use of inter-departmental/company communications.

03.09 Explain the nature of positive customer/client relations.

03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.

03.11 Demonstrate effective telephone techniques and manners in a business situation.

03.12 Demonstrate good listening skills.

03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.

03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.

03.15 Gather and organize information from two or more primary and secondary sources to generate a report.

03.16 Handle customer inquiries.

03.17 Handle difficult customers.

03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.

04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.

04.03 Read charts and graphs.

04.04 Make change.

04.05 Calculate tax, discounts, and miscellaneous charges for purchases.

04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.

04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.

04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.

04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.

11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.

15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

FIRST LINE SUPERVISOR AND MANAGER/SUPERVISOR, SALES RELATED WORKERS - OES Code 41002286

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO MARKETING--The student will be able to:

22.01 Describe the channels of distribution for marketing.
22.02 Explain the role of marketing in the free enterprise system.
22.03 Explain the role of the profit motive in the marketing of products.

22.04 Apply basic economic concepts to marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for selling.
23.02 Demonstrate principles in the marketing of products.
23.03 Identify inventors and entrepreneurs who have had a major influence on the marketing industry.
23.04 Identify past, present and future marketing products, styles and services.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR MARKETING--The student will be able to:

24.01 Supervise basic stock keeping techniques, such as sorting by color, size and/or classification, and cleaning merchandise fixtures.
24.02 Supervise initiatives in maintaining stock, as in tasks such as rehanging merchandise, studying hang tags, and restocking merchandise.
24.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
24.04 Take merchandise inventory.
24.05 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.
24.06 Plan a promotional campaign for a product or line to include types of media, promotional mix and evaluation of effectiveness.
24.07 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.
25.02 Demonstrate receiving and checking techniques.
25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
25.04 Demonstrate procedures relative to employees' role in preventing internal loss.
25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.
25.06 Orient new employees.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for merchandise.
26.02 Apply the standard industry formula to determine markup and markdowns on merchandise or service.

26.03 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
26.05 Complete pricing problem involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
26.06 Calculate sales productivity.
26.07 Calculate sales per hour.
26.08 Calculate average items and average dollars per transaction.

27.0 APPLY PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

27.01 Analyze the role of promotion in marketing and merchandising.
27.02 Develop a promotion plan for a given product or situation.
27.03 Develop a promotional mix for a product.
27.04 Identify the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up displays.
27.09 Identify factors to consider when evaluating completed displays.
27.10 Differentiate between promotional displays and institutional displays.
27.11 Implement strategies to be used for public relations.
27.12 Establish promotion plan sales quotas and incentives.
27.13 Evaluate the overall promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to related industries.
28.02 List the advantages and disadvantages of business ownership.
28.03 Identify the risks involved in ownership of a business.
28.04 Develop a plan to establish and open a business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A BUSINESS--The student will be able to do:

29.01 Explain the marketing management functions.
29.02 Explain how a marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern marketing.

30.0 ANALYZE INTERNATIONAL TRENDS ON MARKETING--The student will be able to:

30.01 Identify international marketing trends in selected industries.
30.02 Analyze the impact of international marketing.
30.03 Identify foreign markets and distributors.
30.04 Analyze multicultural influences on marketing trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in marketing.
31.02 Identify the use of satellite transmissions in marketing training.
31.03 Demonstrate the use of the computer and information networks in marketing.

32.0 APPLY A CAREER PLAN TO MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
32.02 Demonstrate the competencies required at the career sustaining level in a chosen marketing position.
32.03 Demonstrate specific technology application related to the student's selected marketing career plan.
32.04 Develop forms of documentation for inclusion in a career portfolio for marketing, i.e., Entrepreneurship Written Event focusing on chosen marketing career.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also included. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.

02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.

04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.

04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.

05.02 Explain the concept of economic resources.

05.03 Explain the concept of economics and economic activities.

05.04 Explain the concept of utility.

05.05 Explain the concept "supply and demand."

05.06 Explain the concept of price.

05.07 Explain the types of economic systems.

05.08 Explain the relationship of government and business.

05.09 Explain the concept of private enterprise and business ownership.

05.10 Explain the concept of profit.

05.11 Explain the concept of risk.

05.12 Explain the concept of competition.

05.13 Explain the concept of productivity.

05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.

06.02 Explain marketing and its importance.

06.03 Explain the functions of marketing and related activities.

06.04 Explain the functions of business.

06.05 Explain the relationship of business and society.

06.07 Explain the types of ownership.

06.08 Explain the concept of marketing strategies.

06.09 Explain the concept of market and market identification.

06.10 Explain the nature of channels of distribution.

06.11 Explain the elements in the marketing mix (price, product, promotion, and place).

06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.

07.02 Explain the nature and scope of financing.

07.03 Explain the nature and scope of product/service planning.

07.04 Explain the nature and scope of marketing information management.

07.05 Explain the nature and scope of pricing.

07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number:	8827120
Course Title:	Marketing Applications
Course Credit:	1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications) students will have met Occupational Completion Point - Data Code A, Salesperson, Retail - OES 49011279.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

- 09.01 Identify current trends that have developed in a marketing related field.
- 09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
- 09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
- 09.04 Develop an individualized career plan related to a major marketing field.
- 09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

- 10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
- 10.02 Analyze the appropriate transportation services for the industry.
- 10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
- 10.04 Demonstrate skills required for materials and service management.
- 10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

- 11.01 Explain the concept of accounting/finance.
- 11.02 Explain the concept of administration.
- 11.03 Identify the various types of credit policies and procedures.
- 11.04 Explain the purposes and importance of credit.

11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.
11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.

15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827130
Course Title: Marketing Management
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the industry. The content includes applied skills related to the marketing functions including employment skills required for success in marketing and career planning as related to a marketing industry. After successful completion of the core (Marketing Essentials and Marketing Applications) and Marketing Management, students will have met Occupational Completion Point, Data Code B, First Line Supervisor and Manager/Supervisor, Sales Related Workers - OES 41002286.

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO MARKETING--The student will be able to:

22.01 Describe the channels of distribution for marketing.
22.02 Explain the role of marketing in the free enterprise system.
22.03 Explain the role of the profit motive in the marketing of products.
22.04 Apply basic economic concepts to marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for selling.
23.02 Demonstrate principles in the marketing of products.
23.03 Identify inventors and entrepreneurs who have had a major influence on the marketing industry.
23.04 Identify past, present and future marketing products, styles and services.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR MARKETING--The student will be able to:

24.01 Supervise basic stock keeping techniques, such as sorting by color, size and/or classification, and cleaning merchandise fixtures.
24.02 Supervise initiatives in maintaining stock, as in tasks such as rehanging merchandise, studying hang tags, and restocking merchandise.
24.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
24.04 Take merchandise inventory.
24.05 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements,

kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.

24.06 Plan a promotional campaign for a product or line to include types of media, promotional mix and evaluation of effectiveness.

24.07 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.

25.02 Demonstrate receiving and checking techniques.

25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.

25.04 Demonstrate procedures relative to employees' role in preventing internal loss.

25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.

25.06 Orient new employees.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for merchandise.

26.02 Apply the standard industry formula to determine markup and markdowns on merchandise or service.

26.03 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.

26.05 Complete pricing problem involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.

26.06 Calculate sales productivity.

26.07 Calculate sales per hour.

26.08 Calculate average items and average dollars per transaction.

27.0 APPLY PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

27.01 Analyze the role of promotion in marketing and merchandising.

27.02 Develop a promotion plan for a given product or situation.

27.03 Develop a promotional mix for a product.

27.04 Identify the market(s) for the promotional plan.

27.05 Prepare a promotional calendar of events.

27.06 Prepare a written advertisement layout.

27.07 Select and evaluate proper advertising media to carry the advertising message.

27.08 Apply the steps involved in planning and setting up displays.

27.09 Identify factors to consider when evaluating completed displays.

27.10 Differentiate between promotional displays and institutional displays.
27.11 Implement strategies to be used for public relations.
27.12 Establish promotion plan sales quotas and incentives.
27.13 Evaluate the overall promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to related industries.
28.02 List the advantages and disadvantages of business ownership.
28.03 Identify the risks involved in ownership of a business.
28.04 Develop a plan to establish and open a business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A BUSINESS--The student will be able to do:

29.01 Explain the marketing management functions.
29.02 Explain how a marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern marketing.

30.0 ANALYZE INTERNATIONAL TRENDS ON MARKETING--The student will be able to:

30.01 Identify international marketing trends in selected industries.
30.02 Analyze the impact of international marketing.
30.03 Identify foreign markets and distributors.
30.04 Analyze multicultural influences on marketing trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in marketing.
31.02 Identify the use of satellite transmissions in marketing training.
31.03 Demonstrate the use of the computer and information networks in marketing.

32.0 APPLY A CAREER PLAN TO MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
32.02 Demonstrate the competencies required at the career sustaining level in a chosen marketing position.

32.03 Demonstrate specific technology application related to the student's selected marketing career plan.

32.04 Develop forms of documentation for inclusion in a career portfolio for marketing, i.e., Entrepreneurship Written Event focusing on chosen marketing career.

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Florida Department of Education
INTENDED OUTCOMES

Program Title:	**Academy Of Fashion Marketing**	
	Secondary	PSAV
Program Numbers	**8806000**	**M801020**
CIP Number	0208.010200	0208.010200
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	450 hours
Certification	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7
Basic Skills		
Math		8
Language		9
Reading		9

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSONS, RETAIL - OES Code 49011279

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in fashion occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying math skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Select a fashion marketing industry for career planning.
10.0 Demonstrate applications of distribution to the fashion marketing industry.
11.0 Demonstrate applications of financing to the fashion marketing industry.
12.0 Demonstrate applications of product/service planning to the fashion marketing industry.
13.0 Demonstrate applications of marketing information management to the fashion marketing industry.
14.0 Demonstrate pricing applications for the fashion marketing industry.
15.0 Demonstrate promotion applications for the fashion marketing industry.
16.0 Demonstrate purchasing applications to the fashion marketing industry.
17.0 Demonstrate applications of risk management to the fashion marketing industry.
18.0 Demonstrate applications of selling to the fashion marketing industry.
19.0 Develop a plan for a tentative career in fashion marketing.
20.0 Demonstrate an understanding of entrepreneurship.
21.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS - SALES AND RELATED WORKERS - OES Code 41002286

22.0 Apply basic economic principles to fashion.
23.0 Apply fashion product and service technology.
24.0 Demonstrate merchandising skills appropriate for fashion.
25.0 Implement fashion marketing operational techniques.
26.0 Demonstrate proficiency in applying higher level mathematical skills unique to fashion marketing.
27.0 Apply fashion promotion planning techniques and procedures to the marketing of products.
28.0 Apply entrepreneurship concepts to fashion marketing.
29.0 Apply marketing management principles to a fashion related business.
30.0 Analyze international fashion trends on fashion marketing.
31.0 Demonstrate applications of technology to fashion marketing.
32.0 Apply a career plan to fashion marketing.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title:	Academy Of Fashion Marketing
Secondary Number:	8806000
Postsecondary Number:	M801020

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FASHION OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 SELECT A FASHION MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in fashion marketing.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the fashion marketing field.
09.04 Develop an individualized career plan related to a major fashion marketing field.
09.05 Develop an individualized education plan related to a major fashion marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.

11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected fashion marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.

15.07 Develop a sales promotion plan for a marketing organization in the fashion field.
15.08 Demonstrate public relations techniques as related to the fashion marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN FASHION MARKETING--The student will be able to:

19.01 Research a fashion marketing occupation.
19.02 List the various jobs within a fashion marketing occupation.
19.03 Diagram a career ladder for the fashion marketing occupation.
19.04 Write a job description for a fashion marketing occupation.
19.05 Identify the educational requirements and work experience needed for the fashion marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a fashion marketing career field.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS - SALES AND RELATED WORKERS, FASHION - OES Code 41002286

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO FASHION--The student will be able to:

22.01 Describe the channels of distribution for fashion.
22.02 Explain the role of fashion marketing in the free enterprise system.
22.03 Explain the role of the profit motive in the marketing of fashion products.

22.04 Apply basic economic concepts to fashion marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY FASHION PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for selling apparel and accessories, house furnishings, and other fashion merchandise.
23.02 Demonstrate fashion principles in the merchandising of fashion products.
23.03 Identify different types of fabric construction.
23.04 Identify natural and man-made materials utilized in fashion products including finishes and care techniques.
23.05 Identify designers who have had a major influence on fashion.
23.06 Identify past, present and future styles of apparel and accessories.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR FASHION--The student will be able to:

24.01 Supervise basic stock keeping techniques, such as sorting by color, size and/or classification, and cleaning merchandise fixtures.
24.02 Supervise initiatives in maintaining stock, as in tasks such as rehanging merchandise, studying hang tags, and restocking merchandise.
24.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
24.04 Take merchandise inventory.
24.05 Assist in the planning and presentation of fashion shows; include steps, purposes and types of shows.
24.06 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.
24.07 Plan a promotional campaign for a fashion product or line to include types of media, promotional mix and evaluation of effectiveness.
24.08 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT FASHION MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.
25.02 Demonstrate receiving and checking techniques.
25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
25.04 Demonstrate procedures relative to employees' role in preventing internal loss.
25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.
25.06 Orient new employees.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO FASHION MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for fashion lines.
26.02 Apply the standard industry formula to determine markup and markdowns on fashion merchandise or service.
26.03 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
26.05 Complete pricing problem involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
26.06 Calculate sales productivity.
26.07 Calculate sales per hour.
26.08 Calculate average items and average dollars per transaction.

27.0 APPLY FASHION PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

27.01 Analyze the role of promotion in fashion marketing and merchandising.
27.02 Develop a fashion promotion plan for a given product or situation.
27.03 Develop a promotional mix for a product.
27.04 Identify the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up fashion displays.
27.09 Identify factors to consider when evaluating completed displays.
27.10 Differentiate between promotional displays and institutional displays.
27.11 Implement strategies to be used for public relations.
27.12 Establish promotion plan sales quotas and incentives.
27.13 Evaluate the overall fashion promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO FASHION MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to the fashion related industries.
28.02 List the advantages and disadvantages of business ownership in a fashion industry.
28.03 Identify the risks involved in ownership of a fashion business.
28.04 Develop a plan to establish and open a fashion business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A FASHION RELATED BUSINESS--The student will be able to do:

29.01 Explain the marketing management functions.
29.02 Explain how a marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern marketing.

30.0 ANALYZE INTERNATIONAL FASHION TRENDS ON FASHION MARKETING--The student will be able to:

30.01 Identify international fashion trends in selected fashion industries.
30.02 Analyze the impact of international marketing in the fashion industry.
30.03 Identify foreign markets and distributors for fashion products.
30.04 Analyze multicultural influences on fashion trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO FASHION MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in fashion marketing.
31.02 Identify the use of satellite transmissions in training for fashion.
31.03 Demonstrate the use of the computer and information networks in fashion marketing.

32.0 APPLY A CAREER PLAN TO FASHION MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in fashion marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
32.02 Demonstrate the competencies required at the career sustaining level in a chosen fashion marketing position.
32.03 Demonstrate specific technology application related to the student's selected fashion marketing career plan.
32.04 Develop forms of documentation for inclusion in a career portfolio for fashion marketing, i.e. Entrepreneurship Written Event focusing on a Fashion Business or Industry, Fashion Promotion Plan Event.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8806010
Course Title: Fashion Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to fashion marketing. These competencies include employability, human relations, communication, math and economic skills. The fundamentals of fashion marketing and selling are also included. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FASHION OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.

02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10-key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.

07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.

08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.

08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.

08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8806020
Course Title: Fashion Applications
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of fashion marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications), students will have met Occupational Completion Point, Data Code A, Salesperson, Retail, Fashion - OES 49011279.

09.0 SELECT A FASHION MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in fashion marketing.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the fashion marketing field.
09.04 Develop an individualized career plan related to a major fashion marketing field.
09.05 Develop an individualized education plan related to a major fashion marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE FASHION MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.

11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.
11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected fashion marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/ service displays as windows, ledge, island and point of sale.

15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
15.07 Develop a sales promotion plan for a marketing organization in the fashion field.
15.08 Demonstrate public relations techniques as related to the fashion marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE FASHION MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN FASHION MARKETING--The student will be able to:

19.01 Research a fashion marketing occupation.
19.02 List the various jobs within a fashion marketing occupation.
19.03 Diagram a career ladder for the fashion marketing occupation.
19.04 Write a job description for a fashion marketing occupation.
19.05 Identify the educational requirements and work experience needed for the fashion marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 DEMONSTRATE THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a fashion marketing career field.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8806030
Course Title: Fashion Marketing Management
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the fashion industry. The content includes applied skills related to the marketing functions and fashion marketing industries including employment skills required for success in fashion and career planning as related to the fashion industry. After successful completion of the core (Marketing Essentials and Marketing Applications) and Fashion Marketing Management, students will have met Occupational Completion Point, Data Code B, First Line Supervisor and Manager/Supervisor, Sales Related Workers, Fashion - OES 41002286.

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO FASHION--The student will be able to:

- 22.01 Describe the channels of distribution for fashion.
- 22.02 Explain the role of fashion marketing in the free enterprise system.
- 22.03 Explain the role of the profit motive in the marketing of fashion products.
- 22.04 Apply basic economic concepts to fashion marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY FASHION PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

- 23.01 Demonstrate appropriate techniques and terminology for selling apparel and accessories, house furnishings, and other fashion merchandise.
- 23.02 Demonstrate fashion principles in the merchandising of fashion products.
- 23.03 Identify different types of fabric construction.
- 23.04 Identify natural and man-made materials utilized in fashion products including finishes and care techniques.
- 23.05 Identify designers who have had a major influence on fashion.
- 23.06 Identify past, present and future styles of apparel and accessories.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR FASHION--The student will be able to:

- 24.01 Supervise basic stock keeping techniques, such as sorting by color, size and/or classification, and cleaning merchandise fixtures.

24.02 Supervise initiatives in maintaining stock, as in tasks such as rehanging merchandise, studying hang tags, and restocking merchandise.
24.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
24.04 Take merchandise inventory.
24.05 Assist in the planning and presentation of fashion shows; include steps, purposes and types of shows.
24.06 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.
24.07 Plan a promotional campaign for a fashion product or line to include types of media, promotional mix and evaluation of effectiveness.
24.08 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT FASHION MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.
25.02 Demonstrate receiving and checking techniques.
25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
25.04 Demonstrate procedures relative to employees' role in preventing internal loss.
25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.
25.06 Orient new employees.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO FASHION MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for fashion lines.
26.02 Apply the standard industry formula to determine markup and markdowns on fashion merchandise or service.
26.03 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
26.05 Complete pricing problem involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
26.06 Calculate sales productivity.
26.07 Calculate sales per hour.
26.08 Calculate average items and average dollars per transaction.

27.0 APPLY FASHION PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

27.01 Analyze the role of promotion in fashion marketing and merchandising.
27.02 Develop a fashion promotion plan for a given product or situation.
27.03 Develop a promotional mix for a product.
27.04 Identify the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up fashion displays.
27.09 Identify factors to consider when evaluating completed displays.
27.10 Differentiate between promotional displays and institutional displays.
27.11 Implement strategies to be used for public relations.
27.12 Establish promotion plan sales quotas and incentives.
27.13 Evaluate the overall fashion promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO FASHION MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to the fashion related industries.
28.02 List the advantages and disadvantages of business ownership in a fashion industry.
28.03 Identify the risks involved in ownership of a fashion business.
28.04 Develop a plan to establish and open a fashion business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A FASHION RELATED BUSINESS--The student will be able to do:

29.01 Explain the marketing management functions.
29.02 Explain how a marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern marketing.

30.0 ANALYZE INTERNATIONAL FASHION TRENDS ON FASHION MARKETING--The student will be able to:

30.01 Identify international fashion trends in selected fashion industries.
30.02 Analyze the impact of international marketing in the fashion industry.
30.03 Identify foreign markets and distributors for fashion products.
30.04 Analyze multicultural influences on fashion trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO FASHION MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in fashion marketing.
31.02 Identify the use of satellite transmissions in training for fashion.
31.03 Demonstrate the use of the computer and information networks in fashion marketing.

32.0 APPLY A CAREER PLAN TO FASHION MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in fashion marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
32.02 Demonstrate the competencies required at the career sustaining level in a chosen fashion marketing position.
32.03 Demonstrate specific technology application related to the student's selected fashion marketing career plan.
32.04 Develop forms of documentation for inclusion in a career portfolio for fashion marketing, i.e. Entrepreneurship Written Event focusing on a Fashion Business or Industry, Fashion Promotion Plan Event.

July 1997

Florida Department of Education
INTENDED OUTCOMES

Program Title:	**Parts Marketing**	
	Secondary	PSAV
Program Numbers	**8809000**	**M812030**
CIP Number	0208.120301	0208.120301
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	1620 hours
Certification	RETAILING @7 G	RETAILING @7 G
	MKTG 1 @2	MKTG 1 @2
	TEACH CDE @7	TEACH CDE @7
	DIST ED @7	DIST ED @7
Basic Skills		
Math		8
Language		9
Reading		9

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying math skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of the marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Select a marketing industry for career planning.
10.0 Demonstrate applications of distribution to the selected marketing industry.
11.0 Demonstrate applications of financing to the selected marketing industry.
12.0 Demonstrate applications of product/service planning to the selected marketing industry.
13.0 Demonstrate applications of marketing information management to the selected marketing industry.
14.0 Demonstrate pricing applications for the selected marketing industry.
15.0 Demonstrate promotion applications for the selected marketing industry.
16.0 Demonstrate purchasing applications to the selected marketing industry.
17.0 Demonstrate applications of risk management to the selected marketing industry.
18.0 Demonstrate applications of selling to the selected marketing industry.
19.0 Develop a plan for a tentative career in marketing.
20.0 Demonstrate an understanding of entrepreneurship.

21.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
SALESPERSONS, PARTS - OES Code 49014291

22.0 Apply basic economic principles to parts marketing.
23.0 Apply product and service technology to parts marketing.
24.0 Demonstrate merchandising skills appropriate for parts marketing.
25.0 Implement parts marketing operational techniques.
26.0 Demonstrate proficiency in applying higher level mathematical skills unique to parts marketing.
27.0 Apply promotion planning techniques and procedures to the marketing of parts.
28.0 Apply entrepreneurship concepts to parts marketing.
29.0 Apply marketing management principles to a parts marketing business.
30.0 Analyze international trends on parts marketing.
31.0 Demonstrate applications of technology to parts marketing.
32.0 Apply a career plan to parts marketing.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Parts Marketing
Secondary Number: 8809000
Postsecondary Number: M812030

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSONS, RETAIL - OES Code 49011279

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.

11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.

15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
SALESPERSONS, PARTS - OES Code 49014291

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO PARTS MARKETING--The student will be able to:

22.01 Describe the channels of distribution for parts marketing.
22.02 Explain the role of parts marketing in the free enterprise system.
22.03 Explain the role of the profit motive in the marketing of parts.

22.04 Apply basic economic concepts to parts marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY PRODUCT AND SERVICE TECHNOLOGY TO PARTS MARKETING--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for parts marketing.
23.02 Demonstrate principles in the marketing of parts.
23.03 Identify inventors and entrepreneurs who have had a major influence on the parts marketing industry.
23.04 Identify past, present and future parts marketing products, styles and services.
23.05 Apply product knowledge specific to automotive parts.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR PARTS MARKETING--The student will be able to:

24.01 Supervise basic stock keeping techniques, such as sorting by classification, and cleaning merchandise fixtures.
24.02 Supervise initiatives in maintaining stock, such as studying identification tags, and restocking merchandise.
24.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
24.04 Take merchandise inventory.
24.05 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.
24.06 Plan a promotional campaign for a product or line to include types of media, promotional mix and evaluation of effectiveness.
24.07 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT PARTS MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.
25.02 Demonstrate receiving and checking techniques.
25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
25.04 Demonstrate procedures relative to employees' role in preventing internal loss.
25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.
25.06 Orient new employees.
25.07 Perform computerized accounting/invoicing operations.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO PARTS MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for merchandise.

26.02 Apply the standard industry formula to determine markup and markdowns on merchandise or service.
26.03 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
26.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
26.06 Calculate sales productivity.
26.07 Calculate sales per hour.
26.08 Calculate average items and average dollars per transaction.

27.0 APPLY PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF PARTS--The student will be able to:

27.01 Analyze the role of promotion in parts marketing and merchandising.
27.02 Develop a promotion plan for a given product or situation.
27.03 Develop a promotional mix for a product.
27.04 Identify the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up displays.
27.09 Identify factors to consider when evaluating completed displays.
27.10 Differentiate between promotional displays and institutional displays.
27.11 Implement strategies to be used for public relations.
27.12 Establish promotion plan sales quotas and incentives.
27.13 Evaluate the overall promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO PARTS MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to related parts industries.
28.02 List the advantages and disadvantages of business ownership.
28.03 Identify the risks involved in ownership of a parts business.
28.04 Develop a plan to establish and open a parts business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A PARTS MARKETING BUSINESS--The student will be able to do:

29.01 Explain the parts marketing management functions.
29.02 Explain how a parts marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the parts marketing manager.
29.04 Apply the steps in the management problem-solving process.

29.05 Demonstrate strategies the parts marketing manager can use in motivating employees.

29.06 Evaluate how the marketing concept influences modern parts marketing.

30.0 ANALYZE INTERNATIONAL TRENDS ON PARTS MARKETING--The student will be able to:

30.01 Identify international marketing trends in the parts industry

30.02 Analyze the impact of international parts marketing.

30.03 Identify foreign parts markets and distributors.

30.04 Analyze multicultural influences on parts marketing trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO PARTS MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in parts marketing.

31.02 Identify the use of satellite transmissions in parts marketing training.

31.03 Demonstrate the use of the computer and information networks in parts marketing.

32.0 APPLY A CAREER PLAN TO PARTS MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in parts marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.

32.02 Demonstrate the competencies required at the career sustaining level in a chosen parts marketing position.

32.03 Demonstrate specific technology applications related to the student's selected parts marketing career plan.

32.04 Develop forms of documentation for inclusion in a career portfolio for parts marketing, i.e., Entrepreneurship Written Event focusing on chosen marketing career.

Program: 8809000 Parts Marketing

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also included. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Conduct a job search.
- 01.02 Secure information about a job.
- 01.03 Identify documents that may be required when applying for a job.
- 01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
- 01.05 Demonstrate competence in job interview techniques.
- 01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
- 01.07 Identify acceptable work habits.
- 01.08 Identify how to make job changes appropriately.
- 01.09 Demonstrate acceptable business appearance.
- 01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
- 02.02 Exhibit the ability to get along with others.
- 02.03 Demonstrate personality traits important to business.
- 02.04 Maintain appropriate personal appearance.
- 02.05 Maintain positive attitude.
- 02.06 Demonstrate interest and enthusiasm.
- 02.07 Demonstrate responsible behavior.
- 02.08 Demonstrate honesty and integrity.
- 02.09 Demonstrate orderly and systematic behavior.
- 02.10 Demonstrate initiative.
- 02.11 Demonstrate self-control.
- 02.12 Explain the concept of self-understanding.
- 02.13 Explain the concept of self-esteem.
- 02.14 Use feedback for personal growth.

02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.

- 07.06 Explain the nature and scope of promotion.
- 07.07 Explain the nature and scope of purchasing.
- 07.08 Explain the nature and scope of risk management.
- 07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 08.01 Explain the purpose and importance of selling.
- 08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
- 08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
- 08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827120
Course Title: Marketing Applications
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications) students will have met Occupational Completion Point - Data Code A, Salesperson, Retail - OES 49011279.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.

11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.
11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.

15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

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19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809030
Course Title: Parts Marketing
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the parts industry. The content includes applied skills related to the marketing functions and parts marketing industries including employment skills required for success and career planning as related to the parts marketing industry. After successful completion of the core (Marketing Essentials and Marketing Applications) and Parts Marketing, the students will have met Occupational Completion Point, Data Code B, Salespersons, Parts - OES 49014291.

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO PARTS MARKETING--The student will be able to:

22.01 Describe the channels of distribution for parts marketing.
22.02 Explain the role of parts marketing in the free enterprise system.
22.03 Explain the role of the profit motive in the marketing of parts.
22.04 Apply basic economic concepts to parts marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY PRODUCT AND SERVICE TECHNOLOGY TO PARTS MARKETING--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for parts marketing.
23.02 Demonstrate principles in the marketing of parts.
23.03 Identify inventors and entrepreneurs who have had a major influence on the parts marketing industry.
23.04 Identify past. present and future parts marketing products, styles and services.
23.05 Apply product knowledge specific to automotive parts.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR PARTS MARKETING--The student will be able to:

24.01 Supervise basic stock keeping techniques, such as sorting by classification, and cleaning merchandise fixtures.
24.02 Supervise initiatives in maintaining stock, such as studying identification tags, and restocking merchandise.
24.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
24.04 Take merchandise inventory.
24.05 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements,

kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.

24.06 Plan a promotional campaign for a product or line to include types of media, promotional mix and evaluation of effectiveness.

24.07 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT PARTS MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.

25.02 Demonstrate receiving and checking techniques.

25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.

25.04 Demonstrate procedures relative to employees' role in preventing internal loss.

25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.

25.06 Orient new employees.

25.07 Perform computerized accounting/invoicing operations.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO PARTS MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for merchandise.

26.02 Apply the standard industry formula to determine markup and markdowns on merchandise or service.

26.03 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.

26.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.

26.06 Calculate sales productivity.

26.07 Calculate sales per hour.

26.08 Calculate average items and average dollars per transaction.

27.0 APPLY PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF PARTS--The student will be able to:

27.01 Analyze the role of promotion in parts marketing and merchandising.

27.02 Develop a promotion plan for a given product or situation.

27.03 Develop a promotional mix for a product.

27.04 Identify the market(s) for the promotional plan.

27.05 Prepare a promotional calendar of events.

27.06 Prepare a written advertisement layout.

27.07 Select and evaluate proper advertising media to carry the advertising message.

27.08 Apply the steps involved in planning and setting up displays.

27.09 Identify factors to consider when evaluating completed displays.
27.10 Differentiate between promotional displays and institutional displays.
27.11 Implement strategies to be used for public relations.
27.12 Establish promotion plan sales quotas and incentives.
27.13 Evaluate the overall promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO PARTS MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to related parts industries.
28.02 List the advantages and disadvantages of business ownership.
28.03 Identify the risks involved in ownership of a parts business.
28.04 Develop a plan to establish and open a parts business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A PARTS MARKETING BUSINESS--The student will be able to do:

29.01 Explain the parts marketing management functions.
29.02 Explain how a parts marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the parts marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the parts marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern parts marketing.

30.0 ANALYZE INTERNATIONAL TRENDS ON PARTS MARKETING--The student will be able to:

30.01 Identify international marketing trends in the parts industry.
30.02 Analyze the impact of international parts marketing.
30.03 Identify foreign parts markets and distributors.
30.04 Analyze multicultural influences on parts marketing trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO PARTS MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in parts marketing.
31.02 Identify the use of satellite transmissions in parts marketing training.
31.03 Demonstrate the use of the computer and information networks in parts marketing.

32.0 APPLY A CAREER PLAN TO PARTS MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in parts marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.

32.02 Demonstrate the competencies required at the career sustaining level in a chosen parts marketing position.

32.03 Demonstrate specific technology applications related to the student's selected parts marketing career plan.

32.04 Develop forms of documentation for inclusion in a career portfolio for parts marketing, i.e., Entrepreneurship Written Event focusing on chosen marketing career.

July 1997

Florida Department of Education
INTENDED OUTCOMES

Program Title: **Retail Food Marketing**

	Secondary	PSAV
Program Numbers	**8821100**	**M806010**
CIP Number	0208.060100	0208.060100
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	450 hours
Certification	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7	TEACH CDE @7 RETAILING @7 G DIST ED @7 MKTG 1 @2
Basic Skills		
Math		8
Language		9
Reading		9

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying math skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of the marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Select a marketing industry for career planning.
10.0 Demonstrate applications of distribution to the selected marketing industry.
11.0 Demonstrate applications of financing to the selected marketing industry.
12.0 Demonstrate applications of product/service planning to the selected marketing industry.
13.0 Demonstrate applications of marketing information management to the selected marketing industry.
14.0 Demonstrate pricing applications for the selected marketing industry.
15.0 Demonstrate promotion applications for the selected marketing industry.
16.0 Demonstrate purchasing applications to the selected marketing industry.
17.0 Demonstrate applications of risk management to the selected marketing industry.
18.0 Demonstrate applications of selling to the selected marketing industry.
19.0 Develop a plan for a tentative career in marketing.
20.0 Demonstrate an understanding of entrepreneurship.

21.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

FIRST LINE SUPERVISORS AND MANAGER/SUPERVISOR, SALES AND RELATED WORKERS - OES Code 41002286

22.0 Apply basic economic principles to food marketing.
23.0 Apply food product and service technology.
24.0 Demonstrate merchandising skills appropriate for food marketing.
25.0 Implement food marketing operational techniques.
26.0 Demonstrate proficiency in applying higher level mathematical skills unique to food marketing.
27.0 Apply promotion planning techniques and procedures to the marketing of food products.
28.0 Apply entrepreneurship concepts to food marketing.
29.0 Apply marketing management principles to a food marketing related business.
30.0 Analyze international trends on food marketing.
31.0 Demonstrate applications of technology to food marketing.
32.0 Apply a career plan to food marketing.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Retail Food Marketing
Secondary Number: 8821100
Postsecondary Number: M806010

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSONS, RETAIL - OES Code 49011279

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.

11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.

15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

FIRST LINE SUPERVISORS AND MANAGER/SUPERVISOR, FOOD MARKETING - OES Code 41002286

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO FOOD MARKETING--The student will be able to:

22.01 Describe the channels of distribution for food marketing.
22.02 Explain the role of food marketing in the free enterprise system.

22.03 Explain the role of the profit motive in the marketing of food products.
22.04 Apply basic economic concepts to food marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY FOOD PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for selling food products and other products found in food marketing establishments.
23.02 Demonstrate principles in the marketing of food products.
23.03 Analyze different categories and classifications of food products.
23.04 Demonstrate appropriate placement and merchandising techniques for the various categories of food and support products found in food marketing.
23.05 Discuss the nature of managerial planning.
23.06 Describe the role of management in the achievement of quality.
23.07 Recognize wholesale and retail cuts of meats.
23.08 Demonstrate vegetable product knowledge.
23.09 Demonstrate fruit product knowledge.
23.10 Identify merchandise in the grocery department.
23.11 Recognize different dairy products.
23.12 Identify on-premise and ready-prepared deli departments.
23.13 Identify on-premise and bake-off bakery departments.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR FOOD MARKETING--The student will be able to:

24.01 Supervise basic stock keeping techniques of the various products and departmental lines found in food marketing.
24.02 Supervise initiatives in maintaining stock, as in tasks such as stocking shelves, building displays, rotating stock, and restocking shelves.
24.03 Demonstrate the technique of systematically locating merchandise on the floor.
24.04 Take merchandise inventory.
24.05 Assist in the planning of special holiday promotions.
24.06 Assist in the development of food and merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.
24.07 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT FOOD MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.
25.02 Demonstrate receiving and checking techniques.
25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
25.04 Demonstrate procedures relative to employees' role in preventing internal loss.

25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.
25.06 Orient new employees.
25.07 Demonstrate and acquire knowledge of meat department equipment and tools.
25.08 Demonstrate and acquire knowledge of sanitation of meat equipment and tools.
25.09 Demonstrate handling produce.
25.10 Demonstrate sanitation skills for produce department and equipment.
25.11 Prepare grocery merchandise for stocking of shelves.
25.12 Prepare dairy products for stocking.
25.13 Demonstrate sanitation skills for dairy department and equipment.
25.14 Prepare frozen foods for stocking.
25.15 Demonstrate sanitation skills for frozen foods department and equipment.
25.16 Prepare bakery, deli, and miscellaneous departments for stocking.
25.17 Demonstrate sanitation skills for bakery, deli, and miscellaneous departments.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO FOOD MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock and sales ratio for food and related lines.
26.02 Apply the standard industry formulas to determine mark ups and mark downs.
26.03 Analyze standard formulas relative to discount dates to determine amount due on an invoice.
26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
26.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
26.06 Calculate sales productivity.
26.07 Calculate sales per hour.
26.08 Calculate average items and average dollars per transaction.

27.0 APPLY PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD PRODUCTS--The students will be able to:

27.01 Analyze the role of promotion in food marketing and merchandising.
27.02 Develop a promotion plan for a given situation.
27.03 Develop a promotional mix for a product.
27.04 Analyze the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up food displays.

27.09 Analyze factors to consider when evaluating completed displays.
27.10 Implement strategies to be used for public relations.
27.11 Establish promotion plan sales quotas and incentives.
27.12 Evaluate the overall food promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO FOOD MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to the food related industries.
28.02 Analyze the advantages and disadvantages of the types of business ownership found in the food marketing industry.
28.03 Analyze the risks involved in ownership of a food marketing business.
28.04 Develop a plan to establish and open a food marketing business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A FOOD MARKETING RELATED BUSINESS--The student will be able to :

29.01 Explain the marketing management functions.
29.02 Explain how a marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern marketing.

30.0 ANALYZE INTERNATIONAL TRENDS ON FOOD MARKETING--The student will be able to:

30.01 Analyze international marketing trends in the food marketing industry.
30.02 Analyze the impact of international marketing on the food marketing industry.
30.03 Compare and contrast foreign food markets and distributors.
30.04 Analyze multicultural influences on food marketing trends.
30.05 Explain the nature of international management on food marketing.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO FOOD MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in food marketing.
31.02 Identify the use of satellite transmissions in marketing training.
31.03 Demonstrate the use of the computer and information networks in food marketing.

32.0 APPLY A CAREER PLAN TO FOOD MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in food marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.

32.02 Demonstrate the competencies required at the career sustaining level in a chosen food marketing position.

32.03 Demonstrate specific technology application related to the student's selected food marketing career plan.

32.04 Develop forms of documentation for inclusion in a career portfolio for food marketing, i.e. Food Marketing Written Event, Entrepreneurship Written Event focusing on a food marketing business or industry.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also included. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Conduct a job search.
- 01.02 Secure information about a job.
- 01.03 Identify documents that may be required when applying for a job.
- 01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
- 01.05 Demonstrate competence in job interview techniques.
- 01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
- 01.07 Identify acceptable work habits.
- 01.08 Identify how to make job changes appropriately.
- 01.09 Demonstrate acceptable business appearance.
- 01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
- 02.02 Exhibit the ability to get along with others.
- 02.03 Demonstrate personality traits important to business.
- 02.04 Maintain appropriate personal appearance.
- 02.05 Maintain positive attitude.
- 02.06 Demonstrate interest and enthusiasm.
- 02.07 Demonstrate responsible behavior.
- 02.08 Demonstrate honesty and integrity.
- 02.09 Demonstrate orderly and systematic behavior.
- 02.10 Demonstrate initiative.
- 02.11 Demonstrate self-control.
- 02.12 Explain the concept of self-understanding.
- 02.13 Explain the concept of self-esteem.
- 02.14 Use feedback for personal growth.

02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.

07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827120
Course Title: Marketing Applications
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications) students will have met Occupational Completion Point - Data Code A, Salesperson, Retail - OES 49011279.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.

11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.
11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.

15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/ merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8821110
Course Title: Food Marketing
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of food marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for advancement to middle level management employment in a wide variety of food marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications), the students will have attained Occupational Completion Point, Data Code B, First Line Supervisors and Manager/Supervisor, Food Marketing - OES 41002286.

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO FOOD MARKETING--The student will be able to:

22.01 Describe the channels of distribution for food marketing.
22.02 Explain the role of food marketing in the free enterprise system.
22.03 Explain the role of the profit motive in the marketing of food products.
22.04 Apply basic economic concepts to food marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY FOOD PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Demonstrate appropriate techniques and terminology for selling food products and other products found in food marketing establishments.
23.02 Demonstrate principles in the marketing of food products.
23.03 Analyze different categories and classifications of food products.
23.04 Demonstrate appropriate placement and merchandising techniques for the various categories of food and support products found in food marketing.
23.05 Discuss the nature of managerial planning.
23.06 Describe the role of management in the achievement of quality.
23.07 Recognize wholesale and retail cuts of meats.
23.08 Demonstrate vegetable product knowledge.
23.09 Demonstrate fruit product knowledge.
23.10 Identify merchandise in the grocery department.
23.11 Recognize different dairy products.
23.12 Identify on-premise and ready-prepared deli departments.
23.13 Identify on-premise and bake-off bakery departments.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR FOOD MARKETING--The student will be able to:

24.01 Supervise basic stock keeping techniques of the various products and departmental lines found in food marketing.
24.02 Supervise initiatives in maintaining stock, as in tasks such as stocking shelves, building displays, rotating stock, and restocking shelves.
24.03 Demonstrate the technique of systematically locating merchandise on the floor.
24.04 Take merchandise inventory.
24.05 Assist in the planning of special holiday promotions.
24.06 Assist in the development of food and merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles and appropriate displays for given types of merchandise.
24.07 Demonstrate ability to follow a floor plan.

25.0 IMPLEMENT FOOD MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Implement accident prevention in work situations.
25.02 Demonstrate receiving and checking techniques.
25.03 Demonstrate techniques in preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
25.04 Demonstrate procedures relative to employees' role in preventing internal loss.
25.05 Implement guidelines that address concerns and issues that relate to the operation of a business.
25.06 Orient new employees.
25.07 Demonstrate and acquire knowledge of meat department equipment and tools.
25.08 Demonstrate and acquire knowledge of sanitation of meat equipment and tools.
25.09 Demonstrate handling produce.
25.10 Demonstrate sanitation skills for produce department and equipment.
25.11 Prepare grocery merchandise for stocking of shelves.
25.12 Prepare dairy products for stocking.
25.13 Demonstrate sanitation skills for dairy department and equipment.
25.14 Prepare frozen foods for stocking.
25.15 Demonstrate sanitation skills for frozen foods department and equipment.
25.16 Prepare bakery, deli, and miscellaneous departments for stocking.
25.17 Demonstrate sanitation skills for bakery, deli, and miscellaneous departments.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO FOOD MARKETING--The student will be able to:

26.01 Collect and analyze sales information to determine stock and sales ratio for food and related lines.
26.02 Apply the standard industry formulas to determine mark ups and mark downs.

26.03 Analyze standard formulas relative to discount dates to determine amount due on an invoice.
26.04 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
26.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
26.06 Calculate sales productivity.
26.07 Calculate sales per hour.
26.08 Calculate average items and average dollars per transaction.

27.0 APPLY PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD PRODUCTS--The students will be able to:

27.01 Analyze the role of promotion in food marketing and merchandising.
27.02 Develop a promotion plan for a given situation.
27.03 Develop a promotional mix for a product.
27.04 Analyze the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up food displays.
27.09 Analyze factors to consider when evaluating completed displays.
27.10 Implement strategies to be used for public relations.
27.11 Establish promotion plan sales quotas and incentives.
27.12 Evaluate the overall food promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO FOOD MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to the food related industries.
28.02 Analyze the advantages and disadvantages of the types of business ownership found in the food marketing industry.
28.03 Analyze the risks involved in ownership of a food marketing business.
28.04 Develop a plan to establish and open a food marketing business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A FOOD MARKETING RELATED BUSINESS--The student will be able to:

29.01 Explain the marketing management functions.
29.02 Explain how a marketing manager manages people, ideas, time, money and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the marketing manager can use in motivating employees.
29.06 Evaluate how the marketing concept influences modern marketing.

30.0 ANALYZE INTERNATIONAL TRENDS ON FOOD MARKETING--The student will be able to:

30.01 Analyze international marketing trends in the food industry.
30.02 Analyze the impact of international marketing on the food industry.
30.03 Compare and contrast foreign food markets and distributors.
30.04 Analyze multicultural influences on food marketing trends.
30.05 Explain the nature of international management on food marketing.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO FOOD MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in food marketing.
31.02 Identify the use of satellite transmissions in marketing training.
31.03 Demonstrate the use of the computer and information networks in food marketing.

32.0 APPLY A CAREER PLAN TO FOOD MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in food marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
32.02 Demonstrate the competencies required at the career sustaining level in a chosen food marketing position.
32.03 Demonstrate specific technology application related to the student's selected food marketing career plan.
32.04 Develop forms of documentation for inclusion in a career portfolio for food marketing, i.e. Food Marketing Written Event, Entrepreneurship Written Event focusing on a food marketing business or industry.

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July 1997

Florida Department of Education
INTENDED OUTCOMES

Program Title:	**Restaurant Marketing**	
	Secondary	PSAV
Program Numbers	**8824100**	**M809050**
CIP Number	0208.090500	0208.090500
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	450 hours
Certification	RETAILING @7 G	TEACH CDE @7
	MKTG 1 @2	RETAILING @7 G
	TEACH CDE @7	DIST ED @7
	DIST ED @7	MKTG 1 @2
	RESTRUANT @7 G	RESTRUANT @7 G
Basic Skills		
Math		8
Language		9
Reading		9

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 Demonstrate employability skills.
02.0 Demonstrate the human relations skills necessary for success in marketing occupations.
03.0 Demonstrate proficiency in applying communication skills.
04.0 Demonstrate proficiency in applying math skills unique to marketing.
05.0 Identify economic principles.
06.0 Identify marketing and business fundamentals.
07.0 Identify the scope and nature of the marketing functions.
08.0 Identify effective selling techniques and procedures.
09.0 Select a marketing industry for career planning.
10.0 Demonstrate applications of distribution to the selected marketing industry.
11.0 Demonstrate applications of financing to the selected marketing industry.
12.0 Demonstrate applications of product/service planning to the selected marketing industry.
13.0 Demonstrate applications of marketing information management to the selected marketing industry.
14.0 Demonstrate pricing applications for the selected marketing industry.
15.0 Demonstrate promotion applications for the selected marketing industry.
16.0 Demonstrate purchasing applications to the selected marketing industry.
17.0 Demonstrate applications of risk management to the selected marketing industry.
18.0 Demonstrate applications of selling to the selected marketing industry.
19.0 Develop a plan for a tentative career in marketing.

20.0 Demonstrate an understanding of entrepreneurship.
21.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS, SALES AND RELATED WORKERS - OES Code 41002286

22.0 Apply basic economic principles to restaurant marketing.
23.0 Apply restaurant product and service technology.
24.0 Demonstrate merchandising skills appropriate for restaurants.
25.0 Implement restaurant marketing operational techniques.
26.0 Demonstrate proficiency in applying higher level mathematical skills unique to restaurant marketing.
27.0 Apply restaurant promotion planning techniques and procedures to the marketing of food products and services.
28.0 Apply entrepreneurship concepts to restaurant marketing.
29.0 Apply marketing management principles to a restaurant business.
30.0 Analyze international trends on restaurant marketing.
31.0 Demonstrate applications of technology on restaurant marketing.
32.0 Apply a career plan to restaurant marketing.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Restaurant Marketing
Secondary Number: 8824100
Postsecondary Number: M809050

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSONS/RETAIL, RESTAURANT - OES Code 49011279

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.

11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.

15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS - SALES AND RELATED WORKERS, RESTAURANT - OES Code 41002286

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO RESTAURANT MARKETING--The student will be able to:

22.01 Describe the channels of distribution for restaurant marketing.
22.02 Explain economic trends as they relate to restaurant marketing.
22.03 Explain the role of the profit motive in the restaurant industry through various types of operations.

22.04 Apply basic economic concepts to restaurant marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY RESTAURANT PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Analyze the history and composition of food cuisines and beverages.
23.02 Analyze trends in restaurant, food service, and beverage industries.
23.03 Demonstrate use of restaurant supplies and equipment in restaurant and food service operations.
23.04 Demonstrate the use of electronic technology used in restaurants and food service.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR RESTAURANTS --The student will be able to:

24.01 Utilize effective menu presentation.
24.02 Apply principles of personal salesmanship.
24.03 Implement proper beverage service techniques.
24.04 Apply basic techniques of merchandising food and beverage.
24.05 Explain the benefits of publicity and public relations.
24.06 Use the telephone as an effective sales promotion instrument.
24.07 Implement effective personal selling techniques.
24.08 Analyze advantages of various display techniques.

25.0 IMPLEMENT RESTAURANT MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Demonstrate general safety practices in restaurant operations.
25.02 Demonstrate general sanitation and hygienic principles.
25.03 Recognize emergency situations.
25.04 Demonstrate exceptional health and safety procedures.
25.05 Implement accident prevention in the work situation.
25.06 Demonstrate procedures relative to employees' role in preventing internal loss.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO RESTAURANT MARKETING--The student will be able to:

26.01 Identify the break-even point for restaurant marketing.
26.02 Apply the need sales increase formula to justify various merchandising techniques.
26.03 Collect and analyze sales information to determine food, beverages, and supplies needed.
26.04 Determine the amount of items to order or reorder utilizing model stock by collecting, analyzing, representing, and interpreting data, and predicting outcomes.
26.05 Analyze daily inventory and operation reports to make decisions related to ordering, scheduling, bank deposits, and change needed.

27.0 APPLY RESTAURANT PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD PRODUCTS AND SERVICES--The student will be able to:

27.01 Analyze the role of promotion in restaurant and food service operations.
27.02 Develop a promotion plan for a given product or special occasion.
27.03 Develop a promotional mix.
27.04 Identify the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up restaurant and food service displays, i.e. carts, buffet lines, and tables.
27.09 Apply factors to consider when evaluating completed restaurant and food service displays.
27.10 Implement strategies to be used for public relations.
27.11 Establish promotion plan sales quotas and incentives.
27.12 Evaluate the overall promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO RESTAURANT MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to restaurant and food service industries.
28.02 Analyze the advantages and disadvantages of business ownership.
28.03 Analyze the risks involved in ownership of a business.
28.04 Develop a plan to establish and open a business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A RESTAURANT BUSINESS--The student will be able to:

29.01 Explain the marketing management functions.
29.02 Explain how a restaurant or food service operation manager manages people, ideas, time, money, and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the restaurant or food service manager may use in motivating employees.
29.06 Evaluate how the marketing concept influences restaurants and food service operations.

30.0 ANALYZE INTERNATIONAL TRENDS ON RESTAURANT INDUSTRIES--The student will be able to:

30.01 Identify international marketing trends in restaurant and food service industries.
30.02 Analyze the impact of international marketing on restaurant and food service.
30.03 Analyze international restaurant management organizations.

30.04 Analyze multicultural influences on restaurant and food service trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY ON RESTAURANT MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in restaurant and food service marketing.
31.02 Identify the use of satellite transmissions in restaurant and food service marketing.
31.03 Demonstrate the use of the computer and information networks in restaurant and food service marketing.

32.0 APPLY A CAREER PLAN TO RESTAURANT MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in restaurant or food service marketing.
32.02 Demonstrate the competencies required at the career sustaining and middle management level in a chosen marketing position.
32.03 Demonstrate specific technology application related to the restaurant and food service career plan.
32.04 Develop forms of documentation for inclusion in a career portfolio for restaurant or food service marketing, i.e. Entrepreneurship Written Event focusing on a restaurant or food service.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also included. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.

02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

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04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07 0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.

07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827120
Course Title: Marketing Applications
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications) students will have met Occupational Completion Point - Data Code A, Salesperson, Retail - OES 49011279.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.

11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.
11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.

15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

Program: 8824100 Restaurant Marketing

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8824110
Course Title: Restaurant Marketing Operations
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the food service industry. The content includes applied skills related to the marketing functions and food service industries including employment skills required for success in food service and career planning as related to the food service industry. After successful completion of the core (Marketing Essentials and Marketing Applications) and Restaurant Marketing Operations, the students will have met Occupational Completion Point, Data Code B, First Line Supervisor and Manager/Supervisor, Sales Related Workers, Restaurant - OES 41002286.

22.0 APPLY BASIC ECONOMIC PRINCIPLES TO RESTAURANT MARKETING--The student will be able to:

22.01 Describe the channels of distribution for restaurant marketing.
22.02 Explain economic trends as they relate to restaurant marketing.
22.03 Explain the role of the profit motive in the restaurant industry through various types of operations.
22.04 Apply basic economic concepts to restaurant marketing including pricing, risk, productivity, competition, and cycles.

23.0 APPLY RESTAURANT PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

23.01 Analyze the history and composition of food cuisines and beverages.
23.02 Analyze trends in restaurant, food service, and beverage industries.
23.03 Demonstrate use of restaurant supplies and equipment in restaurant and food service operations.
23.04 Demonstrate the use of electronic technology used in restaurants and food service.

24.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR RESTAURANTS --The student will be able to:

24.01 Utilize effective menu presentation.
24.02 Apply principles of personal salesmanship.
24.03 Implement proper beverage service techniques.
24.04 Apply basic techniques of merchandising food and beverage.
24.05 Explain the benefits of publicity and public relations.
24.06 Use the telephone as an effective sales promotion instrument.
24.07 Implement effective personal selling techniques.
24.08 Analyze advantages of various display techniques.

25.0 IMPLEMENT RESTAURANT MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

25.01 Demonstrate general safety practices in restaurant operations.
25.02 Demonstrate general sanitation and hygienic principles.
25.03 Recognize emergency situations.
25.04 Demonstrate exceptional health and safety procedures.
25.05 Implement accident prevention in the work situation.
25.06 Demonstrate procedures relative to employees' role in preventing internal loss.

26.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO RESTAURANT MARKETING--The student will be able to:

26.01 Identify the break-even point for restaurant marketing.
26.02 Apply the need sales increase formula to justify various merchandising techniques.
26.03 Collect and analyze sales information to determine food, beverages, and supplies needed.
26.04 Determine the amount of items to order or reorder utilizing model stock by collecting, analyzing, representing, and interpreting data, and predicting outcomes.
26.05 Analyze daily inventory and operation reports to make decisions related to ordering, scheduling, bank deposits, and change needed.

27.0 APPLY RESTAURANT PROMOTION PLANNING TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD PRODUCTS AND SERVICES--The student will be able to:

27.01 Analyze the role of promotion in restaurant and food service operations.
27.02 Develop a promotion plan for a given product or special occasion.
27.03 Develop a promotional mix.
27.04 Identify the market(s) for the promotional plan.
27.05 Prepare a promotional calendar of events.
27.06 Prepare a written advertisement layout.
27.07 Select and evaluate proper advertising media to carry the advertising message.
27.08 Apply the steps involved in planning and setting up restaurant and food service displays, i.e. carts, buffet lines, and tables.
27.09 Apply factors to consider when evaluating completed restaurant and food service displays.
27.10 Implement strategies to be used for public relations.
27.11 Establish promotion plan sales quotas and incentives.
27.12 Evaluate the overall promotion plan.

28.0 APPLY ENTREPRENEURSHIP CONCEPTS TO RESTAURANT MARKETING--The student will be able to:

28.01 Describe the importance of entrepreneurship to restaurant and food service industries.

28.02 Analyze the advantages and disadvantages of business ownership.
28.03 Analyze the risks involved in ownership of a business.
28.04 Develop a plan to establish and open a business.

29.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A RESTAURANT BUSINESS--The student will be able to:

29.01 Explain the marketing management functions.
29.02 Explain how a restaurant or food service operation manager manages people, ideas, time, money, and materials.
29.03 Explain why effective communication is critical to the marketing manager.
29.04 Apply the steps in the management problem-solving process.
29.05 Demonstrate strategies the restaurant or food service manager may use in motivating employees.
29.06 Evaluate how the marketing concept influences restaurants and food service operations.

30.0 ANALYZE INTERNATIONAL TRENDS ON RESTAURANT INDUSTRIES--The student will be able to:

30.01 Identify international marketing trends in restaurant and food service industries.
30.02 Analyze the impact of international marketing on restaurant and food service.
30.03 Analyze international restaurant management organizations.
30.04 Analyze multicultural influences on restaurant and food service trends.

31.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY ON RESTAURANT MARKETING--The student will be able to:

31.01 Demonstrate computers and technology currently used in restaurant and food service marketing.
31.02 Identify the use of satellite transmissions in restaurant and food service marketing.
31.03 Demonstrate the use of the computer and information networks in restaurant and food service marketing.

32.0 APPLY A CAREER PLAN TO RESTAURANT MARKETING--The student will be able to:

32.01 Develop a plan for pursuing a specific career in restaurant or food service marketing.
32.02 Demonstrate the competencies required at the career sustaining and middle management level in a chosen marketing position.
32.03 Demonstrate specific technology application related to the restaurant and food service career plan.
32.04 Develop forms of documentation for inclusion in a career portfolio for restaurant or food service marketing, i.e. Entrepreneurship Written Event focusing on a restaurant or food service.

July 1997

Florida Department of Education
INTENDED OUTCOMES

Program Title: **Insurance Marketing**

	Secondary	PSAV
CIP Number	0208.100100	0208.100100
Program Numbers	8836100	M810010
Grade Level	9-12, 30,31	30,31
Length	3 credits	450 hours
Certification	RETAILING @7 G	TEACH CDE @7
	MKTG 1 @2	RETAILING @7 G
	TEACH CDE @7	DIST ED @7
	DIST ED @7	MKTG 1 @2
	INSURANCE @7 G	INSURANCE @7 G
	MKTG MGMT @ 7 G	MKTG MGMT @ 7 G
Basic Skills		
Math		8
Language		9
Reading		9

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL- OES 49011279

01. Demonstrate employability skills.
02. Demonstrate the human relations skills necessary for success in marketing occupations.
03. Demonstrate proficiency in applying communication skills.
04. Demonstrate proficiency in applying math skills unique to marketing.
05. Identify economic principles.
06. Identify marketing and business fundamentals.
07. Identify the scope and nature of the marketing functions.
08. Identify effective selling techniques and procedures.
09. Select a marketing industry for career planning.
10. Demonstrate applications of distribution to the selected marketing industry.
11. Demonstrate applications of financing to the selected marketing industry.
12. Demonstrate applications of product/service planning to the selected marketing industry.
13. Demonstrate applications of marketing information management to the selected marketing industry.
14. Demonstrate pricing applications for the selected marketing industry.
15. Demonstrate promotion applications for the selected marketing industry.
16. Demonstrate purchasing applications to the selected marketing industry.

17. Demonstrate applications of risk management to the selected marketing industry.
18. Demonstrate applications of selling to the selected marketing industry.
19. Develop a plan for a tentative career in marketing.
20. Demonstrate an understanding of entrepreneurship.
21. Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
INSURANCE SALES WORKERS - OES 43002274

22. Demonstrate a knowledge of merchandising activities.
23. Perform merchandising math operations unique to insurance marketing.
24. Demonstrate a knowledge of basic economic principles affecting the insurance industry.
25. Understand the importance of marketing operations.
26. Describe how a typical property or liability insurance contract is structured to offer coverage against hazards or perils.
27. Develop a framework for analysis of liability insurance contracts.
28. Explain the difference between inland and ocean marine insurance.
29. Describe the major types of surety bonds and their uses.
30. Summarize the protection provided by the boiler and machinery coverage endorsements.
31. Describe the different forms of automobile policies used to provide coverage to individuals and businesses.
32. Explain the nature and scope of the Florida Joint Underwriting Association and its impact on the insurance industry.
33. Demonstrate knowledge of workers' compensation and workplace safety.
34. Describe and explain the declarations, common policy, and general provisions of a crime insurance policy.
35. Explain why homeowners, and commercial lines insurance are marketed as package policies.
36. Demonstrate a knowledge of aviation insurance.
37. Explain how life insurance coverage is determined.
38. Demonstrate knowledge of the general policy provisions of health insurance.
39. Develop an understanding of the licensing process in the insurance industry.
40. Describe the nature and scope of pricing in the insurance industry.
41. Understand the role of the manager in an insurance agency.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Insurance Marketing
Secondary Number: 8836100
Postsecondary Number: M810010

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - OES Code 49011279

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.
02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.
04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.

04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.06 Explain the types of business ownership.
06.07 Explain the concept of marketing strategies.
06.08 Explain the concept of market and market identification.
06.09 Explain the nature of channels of distribution.
06.10 Explain the elements in the marketing mix (price, product, promotion, and place).
06.11 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.
07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment; the proper way to fold, wrap and bag merchandise after sale; and thanking the customer.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.
11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.

11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.
15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.

15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.
18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, mark-down, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
INSURANCE SALES WORKERS - OES Code 43002274

22.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

22.01 Explain the role of buying/purchasing/selling in merchandising of insurance.
22.02 Describe the importance of inventory control.
22.03 Demonstrate an understanding of industry safety requirements.

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23.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO INSURANCE MARKETING--The student will be able to:

23.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to the insurance industry.
23.02 Calculate actual cash value.
23.03 Calculate loss payments.
23.04 Calculate premium discounts.
23.05 Calculate the limits for insurance coverage.
23.06 Collect payments and disburse monies for all insurance services.
23.07 Complete a invoice.
23.08 Compute totals and sales tax on a sales slip.
23.09 Convert numerical operations into graphs for presentation purposes.

24.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES AFFECTING THE INSURANCE INDUSTRY-The student will be able to:

24.01 Discuss the origin of insurance and its development up to the present time.
24.02 Explain why the institution of insurance is needed by society.
24.03 State and explain the difference between insurance and gambling.
24.04 Define the technical terms used in the insurance business.
24.05 Understand and explain the application to insurance of the "law of large numbers" and the "theory of probability."
24.06 Explain the characteristics of an insurable hazard.
24.07 List and discuss alternate methods of dealing with risk.
24.08 List and explain the characteristics of the insurance contract.
24.09 List the prerequisites to an enforceable contract.
24.10 Define and understand the application of the doctrines peculiar to the insurance contract.
24.11 List and discuss the different types of insurance carriers.
24.12 Explain the background of insurance regulation and its development up to the present time.
24.13 Explain why economic sources of risks are becoming increasingly more important to the risk manager.

25.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

25.01 List and discuss the various functions of an insurance company.
25.02 Explain the organization and workings of the underwriting function.

25.03 Explain the underwriting function as it influences other functions.
25.04 Discuss the agency policy of insurance companies.

26.0 DESCRIBE HOW A TYPICAL PROPERTY OR LIABILITY INSURANCE CONTRACT IS STRUCTURED TO OFFER COVERAGE AGAINST HAZARDS OR PERILS --The student will be able to:

26.01 Explain the terms, conditions, and coverage found in the standard fire policy.
26.02 List and explain the purposes of the forms that can be added to the standard fire policy.
26.03 Understand and discuss the standard clauses found in various fire and allied forms.
26.04 List and explain the various dwelling coverage forms available.
26.05 List and explain the various commercial coverage forms available.
26.06 Understand and discuss the different types of insurance contracts available to cover consequential and contingent losses.
26.07 Understand the procedure followed in the rating of fire and allied lines insurance contracts and demonstrate this understanding.
26.08 Explain the purpose and scope of the special flood and windstorm programs.
26.09 Discuss the principles and application of the law of negligence.
26.10 Discuss the comprehensive glass policy.
26.11 Demonstrate an understanding of the procedure followed in the rating of plate glass insurance.

27.0 DEVELOP A FRAMEWORK FOR ANALYSIS OF LIABILITY INSURANCE CONTRACTS-- The student will be able to:

27.01 List and discuss the broad division of general liability insurance.
27.02 Discuss the different personal liability coverage and explain the differences among them.
27.03 Discuss the different commercial liability coverage and explain the application to practical situations.
27.04 Understand the procedure followed in the rating of general liability insurance and demonstrate this understanding.

28.0 EXPLAIN THE DIFFERENCE BETWEEN INLAND AND OCEAN MARINE INSURANCE--The student will be able to:

28.01 Discuss the origin of inland marine insurance and its development up to the present time.
28.02 Understand and discuss the basic inland marine policy.

28.03 List the major personal inland marine coverage and explain their uses and differences.
28.04 List the major commercial inland marine coverage and explain their use and purpose.
28.05 Understand the procedure followed in the rating of inland marine insurance contracts and demonstrate this understanding.
28.06 Discuss the origin of ocean marine insurance.
28.07 List and discuss the divisions of ocean marine insurance.
28.08 List and define the implied warranties in ocean marine insurance.
28.09 Explain the liability of an ocean carrier for the property of others.
28.10 List and explain the nature of the insurable interests in an ocean marine venture.
28.11 Define the common ocean marine terms associated with the settlement of losses.
28.12 List and understand the ocean marine perils.
28.13 Explain the purpose of the basic ocean marine clauses.
28.14 Discuss the coverage afforded by the ocean marine policies.
28.15 Understand the procedure followed in the rating of ocean marine contracts and demonstrate this understanding.

29.0 DESCRIBE THE MAJOR TYPES OF SURETY BONDS AND THEIR USES--The student will be able to:

29.01 Explain the purposes of fidelity bonds.
29.02 Define certain basic terms used in the fidelity field.
29.03 List and discuss the different types of fidelity bonds.
29.04 Demonstrate an understanding of the procedure followed in the rating of fidelity bonds.
29.05 Explain the differences between suretyship and insurance.
29.06 List and identify the parties to a surety bond.
29.07 List and discuss the different types of surety bonds.
29.08 Demonstrate an understanding of the procedure followed in the rating of surety bonds.

30.0 SUMMARIZE THE PROTECTION PROVIDED BY THE BOILER AND MACHINERY COVERAGE ENDORSEMENTS--The student will be able to:

30.01 Discuss the nature of the boiler and machinery hazard.
30.02 List and explain the basic coverage found in boiler and mahinery policies.
30.03 Explain the use and purpose of the various boiler and machinery endorsements.
30.04 Discuss the various policy provisions found in boiler and machinery policies.
30.05 Understand the procedure followed in the rating of boiler and machinery insurance and demonstrate this understanding.
30.06 Define the basic crime terms.

30.07 Discuss the different personal crime policies.

31.0 DESCRIBE THE DIFFERENT FORMS OF AUTOMOBILE POLICIES USED TO PROVIDE COVERAGE TO INDIVIDUALS AND BUSINESSES--The student will be able to:

31.01 Discuss the negligence liability of automobile owners and operators.
31.02 Explain the various automobile liability insurance plans.
31.03 Discuss the different automobile insurance policies and explain the differences among them.
31.04 List and explain the different types of automobile coverage.
31.05 Understand the procedure followed in the rating of automobile insurance and demonstrate this understanding.
31.06 Describe the five kinds of protection that the business auto policy permits the insured to purchase.

32.0 EXPLAIN THE NATURE AND SCOPE OF THE FLORIDA JOINT UNDERWRITING ASSOCIATION AND ITS IMPACT ON THE INSURANCE INDUSTRY--The student will be able to:

32.01 Discuss the purpose and operation of the Florida Joint Underwriters Association (FJUA).
32.02 Explain the Florida Automobile Reparation Reform Act (Personal Injury Protection-PIP).
32.03 Discuss the negligence liability of employers.

33.0 DEMONSTRATE KNOWLEDGE OF WORKERS' COMPENSATION AND WORKPLACE SAFETY--The student will be able to:

33.01 Discuss the origin of Workmen's Compensation and its development up to the present time.
33.02 Discuss the coverage, endorsements, conditions and exclusions found in Workmen's Compensation policies.
33.03 Understand the workings of the various Workmen's Compensation retrospective rating plans and demonstrate this understanding.
33.04 Understand the procedure followed in the rating of Workmen's Compensation insurance and demonstrate this understanding.
33.05 Describe the components of a return to work program.
33.06 Discuss the purpose and operation of the assigned risk plan.

34.0 DESCRIBE AND EXPLAIN THE DECLARATIONS, COMMON POLICY, AND GENERAL PROVISIONS OF A CRIME INSURANCE POLICY--The student will be able to:

34.01 List and discuss the basic and miscellaneous commercial crime coverage forms.
34.02 Explain the purposes, advantages and disadvantages of crime deductibles.
34.03 Demonstrate an understanding of the procedure followed in the rating of crime insurance.

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35.0 EXPLAIN WHY HOMEOWNERS AND COMMERCIAL LINES INSURANCE ARE MARKETED AS PACKAGE POLICIES--The student will be able to:

35.01 Discuss the development of the Homeowners policy.
35.02 Determine the types of risks that are eligible for the Homeowners program.
35.03 State the limits of liability required under the various Homeowners forms.
35.04 List and discuss the basic Homeowners coverage forms.
35.05 Discuss the various optional Homeowners coverage forms.
35.06 Explain the application of the mandatory Homeowners deductibles and discuss the optional deductibles available.
35.07 Demonstrate an understanding of the procedure followed in the rating of Homeowners contracts.
35.08 Discuss the history and concept of commercial multiple line insurance.
35.09 Define the above coverage risk and explain how this is reflected in the rate.
35.10 List and discuss the advantages of packaging.
35.11 List and discuss the various commercial multiple line programs.
35.12 Understand the procedure followed in the rating of commercial multiple line programs and demonstrate this understanding.

36.0 DEMONSTRATE A KNOWLEDGE OF AVIATION INSURANCE--The student will be able to:

36.01 Explain the requirements necessary to underwrite and sell aviation insurance.
36.02 Describe the coverages that are available to a consumer in this field.

37.0 EXPLAIN HOW LIFE INSURANCE COVERAGE IS DETERMINED--The student will be able to:

37.01 Explain how the price of life insurance is determined.
37.02 Discuss the origin of life insurance.
37.03 Explain why life insurance is needed by our society.
37.04 Define the terms used in life insurance.
37.05 Identify and explain the various types of life insurance.
37.06 Explain the basic life insurance policy and its provisions.
37.07 Identify and explain the payment procedures and options for life insurance.
37.08 Explain Florida's rules and regulations relative to life insurance.

38.0 DEMONSTRATE KNOWLEDGE OF THE GENERAL POLICY PROVISIONS OF HEALTH INSURANCE--The student will be able to:

38.01 Define health insurance.
38.02 Explain the importance of the health insurance application form.
38.03 Identify and explain the difference between individual and group health insurance.
38.04 Discuss the importance of uniform provisions in a health insurance policy.
38.05 Explain rating system of health insurance.
38.06 Discuss the deductibles and co-insurance clauses in health insurance.
38.07 Explain the marketing concepts for the health insurance market as it affects the various age and economic levels of society.
38.08 Discuss the importance of proper completion of an accident insurance application.
38.09 Discuss the reasons for deductibles and co-insurance clauses of accident insurance.
38.10 Discus the emergence of HMO's as a non insurance alternative to dealing with the risk of health care costs.

39.0 DEVELOP AN UNDERSTANDING OF THE LICENSING PROCESS IN THE INSURANCE INDUSTRY--The student will be able to:

39.01 Demonstrate a knowledge of qualifications required for a General Lines License, a Customer Representative License, and a Limited Customer Representative License.

40.0 DESCRIBE THE NATURE AND SCOPE OF PRICING IN THE INSURANCE INDUSTRY--The student will be able to:

40.01 Describe the principal rating procedures used to determine insurance premiums: individual rating, class rating, and modification rating.
40.02 Describe two loading methods used to get general rate levels: the pure premium method and the loss ratio method.
40.03 Describe how state law and business considerations affect insurance pricing and rating procedures.

41.0 UNDERSTAND THE ROLE OF THE MANAGER IN AN INSURANCE AGENCY--The student will be able to:

41.01 List and discuss the various functions performed by an insurance agency.
41.02 Explain the personnel management of an insurance agency.
41.03 Discuss the different ways functions can be divided in an insurance agency.
41.04 Discuss how functions are coordinated in an insurance agency.
41.05 Explain the nature and scope of child labor laws and their impact on employee placement responsibilities.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827110
Course Title: Marketing Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math and economic skills. The fundamentals of marketing and selling are also included. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Identify how to make job changes appropriately.
01.09 Demonstrate acceptable business appearance.
01.10 Identify proper personal and business ethics, e.g. preventing theft, pilfering, and unauthorized discounting.

02.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty or honesty, and a positive self-image.
02.02 Exhibit the ability to get along with others.
02.03 Demonstrate personality traits important to business.
02.04 Maintain appropriate personal appearance.
02.05 Maintain positive attitude.
02.06 Demonstrate interest and enthusiasm.
02.07 Demonstrate responsible behavior.
02.08 Demonstrate honesty and integrity.
02.09 Demonstrate orderly and systematic behavior.
02.10 Demonstrate initiative.
02.11 Demonstrate self-control.
02.12 Explain the concept of self-understanding.
02.13 Explain the concept of self-esteem.

02.14 Use feedback for personal growth.
02.15 Adjust to change.
02.16 Show empathy for others.
02.17 Use appropriate assertiveness.
02.18 Set personal goals.
02.19 Foster positive working relationships.

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION SKILLS--The student will be able to:

03.01 Explain the nature of effective communications.
03.02 Use proper grammar and vocabulary.
03.03 Explain the nature of effective verbal communications.
03.04 Address people properly.
03.05 Listen to and follow directions.
03.06 Explain the nature of written communications.
03.07 Explain the nature of staff communications.
03.08 Explain the use of inter-departmental/company communications.
03.09 Explain the nature of positive customer/client relations.
03.10 Speak effectively to customers, co-workers, supervisors, and vendors, using proper grammar and terminology.
03.11 Demonstrate effective telephone techniques and manners in a business situation.
03.12 Demonstrate good listening skills.
03.13 Compose unified and coherent correspondence, directions, descriptions, explanations and reports such as business letters and memos.
03.14 Improve one's own writing by restructuring, and by revising to adhere to the conventions of standard English.
03.15 Gather and organize information from two or more primary and secondary sources to generate a report.
03.16 Handle customer inquiries.
03.17 Handle difficult customers.
03.18 Interpret business policies to customers/clients.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGH LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING--The student will be able to:

04.01 Solve work related problems using whole numbers, fractions, decimals and percent.
04.02 Apply problem solving techniques to sales related transactions including cash, checks, charge, discount, layaway, C. O. D., and returns.
04.03 Read charts and graphs.
04.04 Make change.
04.05 Calculate tax, discounts, and miscellaneous charges for purchases.
04.06 Demonstrate the ability to collect, organize, interpret data and predict outcomes relative to opening and closing procedures for a sales terminal.
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.
04.08 Apply the standard industry formula to determine markup and markdowns on merchandise.

04.09 Apply mathematical concepts to completing purchase orders, invoices and packing slips.
04.10 Analyze the standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
04.11 Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
04.12 Operate 10 key desk calculator.

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

05.01 Explain the concept of economic goods and services.
05.02 Explain the concept of economic resources.
05.03 Explain the concept of economics and economic activities.
05.04 Explain the concept of utility.
05.05 Explain the concept "supply and demand."
05.06 Explain the concept of price.
05.07 Explain the types of economic systems.
05.08 Explain the relationship of government and business.
05.09 Explain the concept of private enterprise and business ownership.
05.10 Explain the concept of profit.
05.11 Explain the concept of risk.
05.12 Explain the concept of competition.
05.13 Explain the concept of productivity.
05.14 Identify the major components of gross national product.

06.0 IDENTIFY BASIC MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 Explain the purpose of marketing in the free enterprise system.
06.02 Explain marketing and its importance.
06.03 Explain the functions of marketing and related activities.
06.04 Explain the functions of business.
06.05 Explain the relationship of business and society.
06.07 Explain the types of ownership.
06.08 Explain the concept of marketing strategies.
06.09 Explain the concept of market and market identification.
06.10 Explain the nature of channels of distribution.
06.11 Explain the elements in the marketing mix (price, product, promotion, and place).
06.12 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty goods).

07.0 IDENTIFY THE SCOPE AND NATURE OF THE MARKETING FUNCTIONS--The student will be able to:

07.01 Explain the nature and scope of distribution.
07.02 Explain the nature and scope of financing.
07.03 Explain the nature and scope of product/service planning.
07.04 Explain the nature and scope of marketing information management.
07.05 Explain the nature and scope of pricing.

07.06 Explain the nature and scope of promotion.
07.07 Explain the nature and scope of purchasing.
07.08 Explain the nature and scope of risk management.
07.09 Explain the nature and scope of selling.

08.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

08.01 Explain the purpose and importance of selling.
08.02 Identify an effective sales presentation, to include steps of sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; and feature-benefit analysis; closing the sale; and suggestion selling.
08.03 Handle different customer types, such as the casual looker, the decided customer, and the undecided customer.
08.04 Demonstrate completing the sales transaction, including method of payment and thanking the customer.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8827120
Course Title: Marketing Applications
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications) students will have met Occupational Completion Point - Data Code A, Salesperson, Retail - OES 49011279.

09.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

09.01 Identify current trends that have developed in a marketing related field.
09.02 Conduct indepth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
09.03 Complete self assessments and analysis of life style goals, career aspirations, education, and training required for success in the marketing field.
09.04 Develop an individualized career plan related to a major marketing field.
09.05 Develop an individualized education plan related to a major marketing field.

10.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

10.01 Explain the concepts of physical distribution and transportation systems related to the industry.
10.02 Analyze the appropriate transportation services for the industry.
10.03 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
10.04 Demonstrate skills required for materials and service management.
10.05 Analyze information related to routing merchandise.

11.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

11.01 Explain the concept of accounting/finance.
11.02 Explain the concept of administration.
11.03 Identify the various types of credit policies and procedures.

11.04 Explain the purposes and importance of credit.
11.05 Analyze the appropriateness of credit in marketing situations.
11.06 Facilitate credit applications.
11.07 Analyze the concepts of price, profit, competition, and productivity to the industry.
11.08 Explain types of ownership for the industry.

12.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

12.01 Explain the importance of product and service technology as it relates to customer satisfaction.
12.02 Identify sources of product knowledge.
12.03 Identify specific technology and future trends as they relate to the student's selected marketing occupation.
12.04 Explain applicable grades and standards.
12.05 Explain warranties and guarantees.
12.06 Develop a product/service plan for the industry.

13.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

13.01 Explain the process of marketing information management for the industry.
13.02 Explain the nature and scope of operations.
13.03 Demonstrate inventory control systems and receiving process knowledge.
13.04 Demonstrate technology applications used in marketing information management for the industry.
13.05 Utilize appropriate forms for management information management.

14.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

14.01 Explain the techniques used in price marking.
14.02 Explain the procedures for changing prices.
14.03 Demonstrate problem-solving strategies to determine prices.
14.04 Demonstrate decision-making skills required for pricing related to competition.
14.05 Demonstrate problem-solving skills required when considering profit in price.

15.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:

15.01 Explain the types of promotion used in the industry.
15.02 Discuss the importance of advertising media.
15.03 Explain the purposes and elements of advertising and display as related to the industry.
15.04 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, and others.

15.05 Use design principles in preparing such merchandise/service displays as windows, ledge, island and point of sale.
15.06 Create an example of a nonpersonal sales technique such as use of buttons, T-shirts, or point-of-sale signs.
15.07 Develop a sales promotion plan for a marketing organization in the related field.
15.08 Demonstrate public relations techniques as related to the marketing industry.

16.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

16.01 Explain the relationship between stock turnover and purchasing.
16.02 Identify the components in the development of purchasing/merchandising policies.
16.03 Explain the types of purchasing/merchandising.
16.04 Explain the types of information needed to obtain the best terms when purchasing for the industry.
16.05 Identify the types of terms used to negotiate the sale.
16.06 Demonstrate the use of forms required for purchasing.
16.07 Evaluate merchandise and service resources using standard industry or company assessments.

17.0 DEMONSTRATE APPLICATIONS OF RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

17.01 Explain the types of risk associated with marketing.
17.02 Identify security procedures for simulated situations.
17.03 Describe proper work procedures and techniques for preventing accidents.
17.04 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
17.05 Identify environmental concerns and issues that relate to the operation of a business.
17.06 Identify procedures for and demonstrate employees' role in preventing internal loss.
17.07 Explain routine security precautions.
17.08 Demonstrate safety precautions.
17.09 Explain procedures for handling accidents.
17.10 Recommend solutions to potential risk related problems.

18.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:

18.01 Describe the relationship process in professional selling as applied to the industry.
18.02 Demonstrate sales knowledge of industry, company, products, and competition.
18.03 Analyze potential prospects and buying behavior.
18.04 Demonstrate the creation of a positive buying climate through communication and listening.

18.05 Demonstrate skills required to service sales accounts for the industry.

19.0 DEVELOP A PLAN FOR A TENTATIVE CAREER IN MARKETING--The student will be able to:

19.01 Research a marketing occupation.
19.02 List the various jobs within a selected marketing occupation.
19.03 Diagram a career ladder for the selected marketing occupation.
19.04 Write a job description for a selected marketing occupation.
19.05 Identify the educational requirements and work experience needed for the selected marketing occupation.
19.06 Identify post secondary programs and educational training available for advancement in the field.
19.07 Implement an individual career plan and individual education plan for continuous career development.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

20.01 Define "entrepreneurship."
20.02 Describe the importance of entrepreneurship to the American economy.
20.03 List the advantages and disadvantages of business ownership.
20.04 Identify the risks involved in ownership of a business.
20.05 Identify the necessary personal characteristics of a successful entrepreneur.
20.06 Identify the business skills needed to operate a small business efficiently and effectively.
20.07 Develop a plan for opening a business.

21.0 IDENTIFY THE USE OF COMPUTERS IN MARKETING--The student will be able to:

21.01 Demonstrate the importance of data entry procedures, i.e. payroll, inventory control, etc.
21.02 Demonstrate the importance of merchandising math data entry procedures such as--stock turnover, mark-up, markdown, open-to-buy, pricing invoice, etc.
21.03 Demonstrate the importance of marketing spreadsheet data entry and output procedures.
21.04 Demonstrate the importance of marketing spreadsheet data decision making skills.
21.05 Utilize word processing and graphics programs for marketing reports and activities.
21.06 Utilize interactive computer programs to solve marketing problems.
21.07 Demonstrate technology appropriate for marketing functions and practices related to a selected marketing career field.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

COURSE TITLE: Insurance Marketing Operations
COURSE NUMBER: 8836110
COURSE CREDIT: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of insurance marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for advancement to middle level management employment in a wide variety of insurance marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications), the students will have attained Occupational Completion Point, Data Code B, Insurance Sales Workers - OES 43002274.

22.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

22.01 Explain the role of buying/purchasing/selling in merchandising of insurance.
22.02 Describe the importance of inventory control.
22.03 Demonstrate an understanding of industry safety requirements.

23.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO INSURANCE MARKETING--The student will be able to:

23.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to the insurance industry.
23.02 Calculate actual cash value.
23.03 Calculate loss payments.
23.04 Calculate premium discounts.
23.05 Calculate the limits for insurance coverage.
23.06 Collect payments and disburse monies for all insurance services.
23.07 Complete a invoice.
23.08 Compute totals and sales tax on a sales slip.
23.09 Convert numerical operations into graphs for presentation purposes.

24.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES AFFECTING THE INSURANCE INDUSTRY-The student will be able to:

24.01 Discuss the origin of insurance and its development up to the present time.
24.02 Explain why the institution of insurance is needed by society.

24.03 State and explain the difference between insurance and gambling.
24.04 Define the technical terms used in the insurance business.
24.05 Understand and explain the application to insurance of the "law of large numbers" and the "theory of probability."
24.06 Explain the characteristics of an insurable hazard.
24.07 List and discuss alternate methods of dealing with risk.
24.08 List and explain the characteristics of the insurance contract.
24.09 List the prerequisites to an enforceable contract.
24.10 Define and understand the application of the doctrines peculiar to the insurance contract.
24.11 List and discuss the different types of insurance carriers.
24.12 Explain the background of insurance regulation and its development up to the present time.
24.13 Explain why economic sources of risks are becoming increasingly more important to the risk manager.

25.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

25.01 List and discuss the various functions of an insurance company.
25.02 Explain the organization and workings of the underwriting function.
25.03 Explain the underwriting function as it influences other functions.
25.04 Discuss the agency policy of insurance companies.

26.0 DESCRIBE HOW A TYPICAL PROPERTY OR LIABILITY INSURANCE CONTRACT IS STRUCTURED TO OFFER COVERAGE AGAINST HAZARDS OR PERILS --The student will be able to:

26.01 Explain the terms, conditions, and coverage found in the standard fire policy.
26.02 List and explain the purposes of the forms that can be added to the standard fire policy.
26.03 Understand and discuss the standard clauses found in various fire and allied forms.
26.04 List and explain the various dwelling coverage forms available.
26.05 List and explain the various commercial coverage forms available.
26.06 Understand and discuss the different types of insurance contracts available to cover consequential and contingent losses.
26.07 Understand the procedure followed in the rating of fire and allied lines insurance contracts and demonstrate this understanding.
26.08 Explain the purpose and scope of the special flood and windstorm programs.

26.09 Discuss the principles and application of the law of negligence.
26.10 Discuss the comprehensive glass policy.
26.11 Demonstrate an understanding of the procedure followed in the rating of plate glass insurance.

27.0 DEVELOP A FRAMEWORK FOR ANALYSIS OF LIABILITY INSURANCE CONTRACTS--The student will be able to:

27.01 List and discuss the broad division of general liability insurance.
27.02 Discuss the different personal liability coverage and explain the differences among them.
27.03 Discuss the different commercial liability coverage and explain the application to practical situations.
27.04 Understand the procedure followed in the rating of general liability insurance and demonstrate this understanding.

28.0 EXPLAIN THE DIFFERENCE BETWEEN INLAND AND OCEAN MARINE INSURANCE--The student will be able to:

28.01 Discuss the origin of inland marine insurance and its development up to the present time.
28.02 Understand and discuss the basic inland marine policy.
28.03 List the major personal inland marine coverage and explain their uses and differences.
28.04 List the major commercial inland marine coverage and explain their use and purpose.
28.05 Understand the procedure followed in the rating of inland marine insurance contracts and demonstrate this understanding.
28.06 Discuss the origin of ocean marine insurance.
28.07 List and discuss the divisions of ocean marine insurance.
28.08 List and define the implied warranties in ocean marine insurance.
28.09 Explain the liability of an ocean carrier for the property of others.
28.10 List and explain the nature of the insurable interests in an ocean marine venture.
28.11 Define the common ocean marine terms associated with the settlement of losses.
28.12 List and understand the ocean marine perils.
28.13 Explain the purpose of the basic ocean marine clauses.
28.14 Discuss the coverage afforded by the ocean marine policies.
28.15 Understand the procedure followed in the rating of ocean marine contracts and demonstrate this understanding.

29.0 DESCRIBE THE MAJOR TYPES OF SURETY BONDS AND THEIR USES--The student will be able to:

29.01 Explain the purposes of fidelity bonds.

29.02 Define certain basic terms used in the fidelity field.
29.03 List and discuss the different types of fidelity bonds.
29.04 Demonstrate an understanding of the procedure followed in the rating of fidelity bonds.
29.05 Explain the differences between suretyship and insurance.
29.06 List and identify the parties to a surety bond.
29.07 List and discuss the different types of surety bonds.
29.08 Demonstrate an understanding of the procedure followed in the rating of surety bonds.

30.0 SUMMARIZE THE PROTECTION PROVIDED BY THE BOILER AND MACHINERY COVERAGE ENDORSEMENTS--The student will be able to:

30.01 Discuss the nature of the boiler and machinery hazard.
30.02 List and explain the basic coverage found in boiler and mahinery policies.
30.03 Explain the use and purpose of the various boiler and machinery endorsements.
30.04 Discuss the various policy provisions found in boiler and machinery policies.
30.05 Understand the procedure followed in the rating of boiler and machinery insurance and demonstrate this understanding.
30.06 Define the basic crime terms.
30.07 Discuss the different personal crime policies.

31.0 DESCRIBE THE DIFFERENT FORMS OF AUTOMOBILE POLICIES USED TO PROVIDE COVERAGE TO INDIVIDUALS AND BUSINESSES--The student will be able to:

31.01 Discuss the negligence liability of automobile owners and operators.
31.02 Explain the various automobile liability insurance plans.
31.03 Discuss the different automobile insurance policies and explain the differences among them.
31.04 List and explain the different types of automobile coverage.
31.05 Understand the procedure followed in the rating of automobile insurance and demonstrate this understanding.
31.06 Describe the five kinds of protection that the business auto policy permits the insured to purchase.

32.0 EXPLAIN THE NATURE AND SCOPE OF THE FLORIDA JOINT UNDERWRITING ASSOCIATION AND ITS IMPACT ON THE INSURANCE INDUSTRY--The student will be able to:

32.01 Discuss the purpose and operation of the Florida Joint Underwriters Association (FJUA).
32.02 Explain the Florida Automobile Reparation Reform Act (Personal Injury Protection-PIP).
32.03 Discuss the negligence liability of employers.

33.0 DEMONSTRATE KNOWLEDGE OF WORKERS' COMPENSATION AND WORKPLACE SAFETY--The student will be able to:

33.01 Discuss the origin of Workmen's Compensation and its development up to the present time.

33.02 Discuss the coverage, endorsements, conditions and exclusions found in Workmen's Compensation policies.

33.03 Understand the workings of the various Workmen's Compensation retrospective rating plans and demonstrate this understanding.

33.04 Understand the procedure followed in the rating of Workmen's Compensation insurance and demonstrate this understanding.

33.05 Describe the components of a return to work program.

33.06 Discuss the purpose and operation of the assigned risk plan.

34.0 DESCRIBE AND EXPLAIN THE DECLARATIONS, COMMON POLICY, AND GENERAL PROVISIONS OF A CRIME INSURANCE POLICY--The student will be able to:

34.01 List and discuss the basic and miscellaneous commercial crime coverage forms.

34.02 Explain the purposes, advantages and disadvantages of crime deductibles.

34.03 Demonstrate an understanding of the procedure followed in the rating of crime insurance.

35.0 EXPLAIN WHY HOMEOWNERS AND COMMERCIAL LINES INSURANCE ARE MARKETED AS PACKAGE POLICIES--The student will be able to:

35.01 Discuss the development of the Homeowners policy.

35.02 Determine the types of risks that are eligible for the Homeowners program.

35.03 State the limits of liability required under the various Homeowners forms.

35.04 List and discuss the basic Homeowners coverage forms.

35.05 Discuss the various optional Homeowners coverage forms.

35.06 Explain the application of the mandatory Homeowners deductibles and discuss the optional deductibles available.

35.07 Demonstrate an understanding of the procedure followed in the rating of Homeowners contracts.

35.08 Discuss the history and concept of commercial multiple line insurance.

35.09 Define the above coverage risk and explain how this is reflected in the rate.

35.10 List and discuss the advantages of packaging.

35.11 List and discuss the various commercial multiple line programs.

35.12 Understand the procedure followed in the rating of commercial multiple line programs and demonstrate this understanding.

36.0 DEMONSTRATE A KNOWLEDGE OF AVIATION INSURANCE--The student will be able to:

36.01 Explain the requirements necessary to underwrite and sell aviation insurance.
36.02 Describe the coverages that are available to a consumer in this field.

37.0 EXPLAIN HOW LIFE INSURANCE COVERAGE IS DETERMINED--The student will be able to:

37.01 Explain how the price of life insurance is determined.
37.02 Discuss the origin of life insurance.
37.03 Explain why life insurance is needed by our society.
37.04 Define the terms used in life insurance.
37.05 Identify and explain the various types of life insurance.
37.06 Explain the basic life insurance policy and its provisions.
37.07 Identify and explain the payment procedures and options for life insurance.
37.08 Explain Florida's rules and regulations relative to life insurance.

38.0 DEMONSTRATE KNOWLEDGE OF THE GENERAL POLICY PROVISIONS OF HEALTH INSURANCE--The student will be able to:

38.01 Define health insurance.
38.02 Explain the importance of the health insurance application form.
38.03 Identify and explain the difference between individual and group health insurance.
38.04 Discuss the importance of uniform provisions in a health insurance policy.
38.05 Explain rating system of health insurance.
38.06 Discuss the deductibles and co-insurance clauses in health insurance.
38.07 Explain the marketing concepts for the health insurance market as it affects the various age and economic levels of society.
38.08 Discuss the importance of proper completion of an accident insurance application.
38.09 Discuss the reasons for deductibles and co-insurance clauses of accident insurance.
38.10 Discus the emergence of HMO's as a non insurance alternative to dealing with the risk of health care costs.

39.0 DEVELOP AN UNDERSTANDING OF THE LICENSING PROCESS IN THE INSURANCE INDUSTRY--The student will be able to:

39.01 Demonstrate a knowledge of qualifications required for a General Lines License, a Customer Representative License, and a Limited Customer Representative License.

40.0 DESCRIBE THE NATURE AND SCOPE OF PRICING IN THE INSURANCE INDUSTRY--The student will be able to:

40.01 Describe the principal rating procedures used to determine insurance premiums: individual rating, class rating, and modification rating.
40.02 Describe two loading methods used to get general rate levels: the pure premium method and the loss ratio method.
40.03 Describe how state law and business considerations affect insurance pricing and rating procedures.

41.0 UNDERSTAND THE ROLE OF THE MANAGER IN AN INSURANCE AGENCY--The student will be able to:

41.01 List and discuss the various functions performed by an insurance agency.
41.02 Explain the personnel management of an insurance agency.
41.03 Discuss the different ways functions can be divided in an insurance agency.
41.04 Discuss how functions are coordinated in an insurance agency.
41.05 Explain the nature and scope of child labor laws and their impact on employee placement responsibilities.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Marketing Cooperative Education - OJT
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8800410**	**M899990**
CIP Number	0208.9999CP	0208.9999CP
Grade Level	9-12, 30, 31	30, 31
Length	Multiple credits	Multiple hours
Certification	TEACH CDE @7 DIST ED @7 MKTG 1 @2/TC COOP ED E	TEACH CDE @7 DIST ED @7 MKTG 1 @2/TC COOP ED E

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to enhance or further develop competency through the on-the-job training experience. The on-the-job experiences provided must be related to the job preparatory program.

This method of delivery is not intended for supplemental vocational course instruction and shall not be claimed for supplemental FTE purposes.

Basic skills in English, mathematics, and science acquired through the job preparatory program should be reinforced through on-the-job training.

II. **LABORATORY ACTIVITIES:** A work station is provided as required to support the on-the-job training activities of the student.

III. **SPECIAL NOTE:** DECA, an Association of Marketing Students (secondary), and Delta Epsilon Chi, an Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part fo the curriculum in accordance with Rule 6A-6.064, FAC.

For on-the-job training, the following is required for each student: a training agreement; a training plan with selected student performance standards identified and signed by the student, teacher and employer which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects appropriate equipment for the training; and skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The teacher/coordinator must visit each job site a minimum of once during each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the training plan. It is recommended that for every twenty students (or portion thereof) enrolled in this course, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day so they may visit students on the job and to manage the cooperative method of instruction effectively. The supervised on-the-job activities may be continued as a summer learning experience without classroom instruction for students who participated in the program during the school year immediately preceding the summer assignment for students.

This course may be taken by a student for one or more semester(s) at the secondary level. A student may earn multiple credits in this course. The specific student performance standards which the student must achieve to earn credit must be specified in the OJT training plan.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Perform designated job skills.
02.0 Demonstrate work ethics.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Marketing Cooperative Education - OJT
Secondary Number: 8800410
Postsecondary Number: M899990

01.0 PERFORM DESIGNATED JOB SKILLS--The student will be able to:

01.01 Perform tasks as outlined in the training plan.
01.02 Demonstrate job performance skills.
01.03 Demonstrate safety procedures on the job.
01.04 Maintain appropriate records.
01.05 Attain an acceptable level of productivity.
01.06 Demonstrate appropriate dress and grooming habits.
01.07 Recognize limits of authority and responsibility.
01.08 Identify rights and responsibilities of employers and employees.
01.09 Identify legal ramifications of actions/inactions in the job area.
01.10 Recognize and value time.
01.11 Recognize and value accuracy.

02.0 DEMONSTRATE WORK ETHICS--The student will be able to:

02.01 Follow directions.
02.02 Demonstrate good human relations skills on the job.
02.03 Demonstrate good work habits.
02.04 Demonstrate acceptable business ethics.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Marketing Education Directed Study
Occupational Area:	Marketing
	Secondary
Program Numbers	**8800100**
CIP Number	0208.999901
Grade Level	11-12, 30, 31
Length	Multiple credits
Certification	ANY MARKETING ED G

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this course is to provide students with additional competencies or more extensive occupational experiences related to competencies in a job preparatory program that will enhance their opportunities for employment in the occupation chosen by the student. The content is prescribed by the instructor based upon the individual student's need for directed study. Research, portfolio development, and field experiences may be considered appropriate activities if related to framework outcomes in the job preparatory program.

Reinforcement of basic skills in English, mathematics, and science appropriate for the job preparatory programs occurs through vocational classroom instruction and applied laboratory procedures or practice.

II. **LABORATORY ACTIVITIES**: A work station is provided as appropriate to support the training activities of the student.

III. **SPECIAL NOTE**: DECA, An Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

This course may be taken only by a student who has completed or is currently completing a specific secondary job preparatory program or occupational completion point for additional study in this program. A student may earn multiple credits in this course.

The selected intended outcomes and student performance standards which the student must master to earn credit must be outlined in an instructional plan developed by the instructor.

The student enrolled in this course must be reported using the Course Code Directory program number for the specific occupational completion point.

IV. **INTENDED OUTCOMES**: After successfully completing this course, the student will be able to:

01.0 Perform the specific student performance standards identified through the instructor's assessment for determining individual student needs.

02.0 Demonstrate a knowledge of the academic skills appropriate for the selected occupational goal.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title:	Marketing Education
Secondary Number:	8800100
Postsecondary Number:	Directed Study

01.0 PERFORM THE SPECIFIC STUDENT PERFORMANCE STANDARDS IDENTIFIED THROUGH THE INSTRUCTOR'S ASSESSMENT FOR DETERMINING INDIVIDUAL STUDENT NEEDS--The student will be able to complete the individualized plan of study.

02.0 DEMONSTRATE A KNOWLEDGE OF THE ACADEMIC SKILLS APPROPRIATE FOR THE SELECTED OCCUPATIONAL GOAL--The student will be able to:

02.01 Use addition, subtraction, multiplication, and division to solve problems.
02.02 Research, read, understand, and find information.
02.03 Write logical statements and reports using the standard rules of English.
02.04 Apply scientific method.
02.05 Use and relate academic knowledge.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Marketing Management
Occupational Area:	Marketing
	PSV
CIP Number	0206.140100
Grade Level	College Credits
Length	AS Degree - 64 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment in organizations and businesses for or not for profit as marketing, advertising, and public relations managers, or to provide supplemental training for persons previously or currently employed in these activities.

The content includes management of sales, merchandise, transportation, storage, promotion, operations, finance, personnel, market research, and components of marketing strategy.

Instruction is structured to meet the requirements for gainful employment and entrepreneurship at management levels. This program may be offered as a generalized marketing management program or may be offered to provide management training in marketing occupations in industry areas such as:

- Fashion Marketing (Apparel, Accessories, Home Furnishings)
- Business and Personal Services Marketing
- Finance and Credit Services Marketing
- Floristry, Farm and Garden Supplies and Services Marketing
- Food Marketing
- Import/Export Marketing
- Industrial and Institutional Marketing
- Hardware, Building Materials, Equipment, and Office Products Marketing
- Hospitality Marketing (Hotel/Motel, Recreation and Tourism, Restaurant)
- Insurance Marketing
- Transportation and Warehousing Services Marketing
- Vehicle and Petroleum Marketing (Auto Sales, Service, Rental, Leasing, Parts)
- Real Estate
- Marketing Services (Advertising, Promotion, Public Relations, Research)
- General Merchandise Marketing (Department Store, Variety Store, Discount Store)

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Equipment and supplies appropriate to the marketing and management areas should be provided.

III. **SPECIAL NOTE:** Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 64 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in marketing occupations.
02.0 Demonstrate the ability to communicate skillfully.
03.0 Utilize effective selling techniques and procedures.
04.0 Plan sales promotion techniques and procedures to the marketing of products and services.
05.0 Demonstrate knowledge of merchandising activities.
06.0 Perform merchandising math operations unique to products and services marketing.
07.0 Demonstrate a knowledge of basic economic principles.
08.0 Understand the importance of marketing operations.
09.0 Demonstrate knowledge and application of product and service technology.
10.0 Demonstrate employability skills.
11.0 Understand the role of the manager and the entrepreneur.
12.0 Develop a business plan.
13.0 Obtain technical assistance.
14.0 Plan the marketing strategy.
15.0 Locate the business.
16.0 Finance the business.
17.0 Deal with legal issues.
18.0 Comply with governmental regulations.
19.0 Manage the business.
20.0 Manage human resources.
21.0 Promote the business.
22.0 Manage sales.
23.0 Keep business records.
24.0 Understand the importance of management information systems.
25.0 Manage finances.
26.0 Manage customer credit and collections.
27.0 Protect the business.

28.0 Operate computers utilizing software appropriate to marketing.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Marketing Management
Secondary Number:
Postsecondary Number: 0206.140100

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Explain the difference between personal and nonpersonal selling.
03.02 Demonstrate the steps of a sale.
03.03 Recognize consumer buying motives.
03.04 Identify the types of consumer behavior.
03.05 Identify various types of customer approaches such as greeting, merchandise, and service.
03.06 Determine the proper time to approach a customer to open a sale.
03.07 Identify techniques for handling different customer types: the casual looker, the decided, and undecided customer.
03.08 Develop a written feature-benefit analysis sheet for a product.
03.09 Develop an effective sales presentation.
03.10 Observe, evaluate, and critique a sales demonstration.

04.0 PLAN SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.
04.05 Identify the parts of an advertisement.
04.06 Develop and explain promotional mix.
04.07 Identify the most appropriate display for given types ofmerchandise.
04.08 Prepare an ad layout.
04.09 Evaluate the effectiveness of an ad.
04.10 Apply design principles when analyzing and/or creating a display.
04.11 Draw and label the color wheel.
04.12 Prepare a promotional plan.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing in merchandising.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Demonstrate correct procedure for handling basic types of customer sales transactions, including cash, charge, discount, layaway, C.O.D., and returns.
06.04 Demonstrate opening and closing procedure for a cash register.
06.05 Calculate turnover.
06.06 Calculate stock-sales ratio.
06.07 Demonstrate a knowledge of pricing policies.
06.08 Calculate markup as a percentage of cost.
06.09 Calculate markup as a percentage of retail.
06.10 Calculate markdowns on merchandise.
06.11 Calculate open-to-buy.
06.12 Complete and invoice, purchase order, and packing slip.
06.13 Calculate discount date, due date, and amount of payment on an invoice.
06.14 Calculate the amount of merchandise to be recorded utilizing model stocks.
06.15 Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Explain the role of marketing in the free enterprise system.
07.02 List and compare the three major types of economic systems.
07.03 Describe the channels of distribution.
07.04 Identify and discuss economic resources.

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07.05 Discuss the role of the consumer in the free enterprise system.
07.06 Define the concept "supply and demand."
07.07 Identify and define the functions of marketing.
07.08 Identify and define the four types of product utility.
07.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
07.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).
07.11 Name current trends that have developed in retailing.
07.12 List the major components of GNP.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Understand the importance of safety from a managerial perspective.
08.02 Explain the importance of receiving-checking-marking operations.
08.03 Describe the importance of security.
08.04 Demonstrate an understanding of credit policies and procedures.
08.05 Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.06 Demonstrate an understanding of receiving procedures and practices.
08.07 Demonstrate an understanding of the movement of goods to and from the store.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Understand the importance of product and service technology.
09.02 Utilize available sources to obtain product knowledge.
09.03 Demonstrate product and service technology knowledge and application received for entry into the area of marketing that has been identified as the career objective of the student.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manage your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEVELOP A BUSINESS PLAN--The student will be able to:

12.01 Understand the importance of a business plan in guiding management decisions.
12.02 Recognize how a business plan should be organized.
12.03 Identify and use the mechanics for developing a business plan.

13.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

13.01 Understand the need for obtaining outside technical consultant assistance.

14.0 PLAN THE MARKETING STRATEGY--The student will be able to:

14.01 Use goods classifications and life cycle analyses as planning tools for marketing.
14.02 Develop and modify marketing mixes for a business.
14.03 Use decision-making tools that aid in evaluating marketing activities.
14.04 Evaluate operations to improve decision making about marketing.
14.05 Identify target markets.

15.0 LOCATE THE BUSINESS--The student will be able to:

15.01 Analyze customer transportation, access, parking, and so forth, relative to alternative site locations.
15.02 Complete a location feasibility study for your business.
15.03 Identify the importance of competition in a feasibility study.

16.0 FINANCE THE BUSINESS--The student will be able to:

16.01 Describe the sources of information available to help in estimating the financing necessary to start a new business.
16.02 Determine the financing necessary to start a business.
16.03 Prepare a projected profit and loss statement and a projected cash flow statement for a business.
16.04 Prepare a loan application package.
16.05 Identify alternative sources of finances.

17.0 DEAL WITH LEGAL ISSUES--The student will be able to:

17.01 Identify your need for legal assistance.
17.02 Identify the provisions that you desire or do not desire in a lease.
17.03 Identify the requirements of a sales contract (such as credit sales or long-term sales).
17.04 Identify the components of a contract.

17.05 Determine your needs for protection of ideas and inventions.

18.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

18.01 Appraise the effects of various regulations on business operations.
18.02 Acquire the information necessary to comply with the various rules and regulations affecting the business.
18.03 Develop policies for the business to comply with government rules and regulations.

19.0 MANAGE THE BUSINESS--The student will be able to:

19.01 Plan goals and objectives for a business.
19.02 Develop an organizational structure for a business.
19.03 Establish control practices and procedures for a business.

20.0 MANAGE HUMAN RESOURCES--The student will be able to:

20.01 Write a job description for a position in a business.
20.02 Develop a training program outline for employees.
20.03 Develop a list of personnel policies for employees in a business.
20.04 Develop an outline for an employee evaluation system.
20.05 Plan a corrective interview with an employee concerning a selected problem.
20.06 Develop a recruitment/selection and retention program for employees.

21.0 PROMOTE THE BUSINESS--The student will be able to:

21.01 Create a promotional plan.
21.02 Describe the techniques used to prepare advertising and promotion.
21.03 Analyze competitive promotional activities.
21.04 Evaluate promotional effectiveness.

22.0 MANAGE SALES--The student will be able to:

22.01 Develop a sales plan for your business.
22.02 Develop policies and procedures for serving customers.
22.03 Develop a plan for the motivating and evaluation of salespeople.

23.0 KEEP BUSINESS RECORDS--The student will be able to:

23.01 Determine who will keep the books for your business and how they will be maintained.
23.02 Describe double-entry bookkeeping.
23.03 Identify the types of journals and ledgers that will be used in a business.
23.04 Identify the types of records that you will use in the business to record sales, cash receipts, cash disbursements, accounts

receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.

23.05 Evaluate your business records.

24.0 UNDERSTAND THE IMPORTANCE OF MANAGEMENT INFORMATION SYSTEMS--The student will be able to:

24.01 Identify relevant management information based on the business' existing records.
24.02 Identify the appropriateness of information at various management decision making levels.
24.03 Identify appropriate applications of when a microcomputer may be applied (or identify microcomputer applications for management decision making).

25.0 MANAGE FINANCES--The student will be able to:

25.01 Explain the importance of cash flow management.
25.02 Identify financial control procedures.
25.03 Identify cash flow patterns.
25.04 Analyze trouble spots in financial management.
25.05 Describe how to prepare an owner's equity financial statement.
25.06 Describe how to compute various financial ratios.
25.07 Analyze financial management ratios applicable to a small business.
25.08 Identify the components of a break-even analysis.
25.09 Compute and analyze break-even point problems.
25.10 Review microcomputer applications for financial management.

26.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

26.01 Understand the legal rights and recourse of credit grantors.
26.02 Understand basic customer credit and collection procedures.
26.03 Identify informational resources and systems that apply to credit and collection procedures.

27.0 PROTECT THE BUSINESS--The student will be able to:

27.01 Prepare policies for a business that will help in minimizing losses due to theft.
27.02 Determine the kinds, amount, and cost of insurance needed by the firm.

28.0 OPERATE COMPUTERS UTILIZING SOFTWARE APPROPRIATE TO MARKETING--The student will be able to:

28.01 Demonstrate data entry procedures.
28.02 Demonstrate merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to buy, pricing invoice, etc.
28.03 Demonstrate marketing spreadsheet data entry and output procedures.
28.04 Demonstrate marketing spreadsheet data decision making skills.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Materials Processing & Distribution
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8845000**	**M811060**
CIP Number	0208.110600	0208.110600
Grade Level	9-12, 30, 31	30, 31
Length	5 credits	750 hours
Certification	TEACH CDE @7 WHOLESAL @7 G TRANSPORT @7 G MKTG 1 @2 DIST ED @7	TEACH CDE @7 WHOLESAL @7 G TRANSPORT @7 G MKTG 1 @2 DIST ED @7

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as traffic, shipping, and receiving workers (58028347) or to provide supplemental training for persons previously or currently employed in these occupations.

Listed below are the courses that comprise this program when offered at the secondary level:

8845010 - Materials Processing & Distribution 1
8845020 - Materials Processing & Distribution 2
8845030 - Materials Processing & Distribution 3
8845040 - Materials Processing & Distribution 4
8845050 - Materials Processing & Distribution 5

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Opportunity for hands-on experiences should be provided in computer assisted inventory control, materials handling and equipment operation.

III. **SPECIAL NOTE**: DECA, an Association of Marketing Students (secondary), and Delta Epsilon Chi, an Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part fo the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 750 hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be earned when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES**: After successfully completing this program, the student will be able to:

01.0 Operate office equipment.
02.0 Demonstrate appropriate human relation skills.
03.0 Demonstrate the ability to communicate skillfully.
04.0 Operate materials handling equipment.
05.0 Receive and stock merchandise.
06.0 Control inventory.
07.0 Distribute merchandise.
08.0 Perform housekeeping and security duties.
09.0 Demonstrate acceptable safety procedures.
10.0 Demonstrate employability skills.
11.0 Perform math operations related to warehousing functions.
12.0 Utilize effective selling techniques and procedures.
13.0 Apply sales promotion techniques and procedures to the marketing of products.
14.0 Demonstrate a knowledge of basic economic principles.
15.0 Understand basic cost and administrative controls.
16.0 Understand the role of the manager.
17.0 Demonstrate an understanding of entrepreneurship.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Materials Processing & Distribution
Secondary Number: 8845000
Postsecondary Number: M811060

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.01 Operate a ten-key printing calculator.
01.02 Operate a standard copying machine.
01.03 Input order entry data into a computer terminal.
01.04 Input and retrieve inventory data using a computer terminal.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATION SKILLS--The student will be able to:

02.01 Exhibit acceptable grooming and health habits.
02.02 Recognize personal qualities expected of employees.
02.03 Exhibit the ability to get along with others.
02.04 Demonstrate knowledge of the factors of honest behavior.
02.05 Demonstrate knowledge of the principles involved in the development and achievement of personnel and company goals.
02.06 Demonstrate knowledge of the importance of and the effects of a positive attitude.
02.07 Apply appropriate human relations skills.
02.08 Demonstrate responsible behavior.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Explain the importance of good listening skills.
03.02 Explain the importance of good oral communication skills in warehousing.
03.03 Explain the importance of good written communication skills in warehousing.
03.04 Demonstrate the ability to listen to and follow directions.
03.05 Explain the importance of the correct interpretation of spoken words.
03.06 Demonstrate the ability to use proper speech and vocabulary.
03.07 Use a telephone in a business-like manner.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.01 Identify and describe the uses of various materials handling equipment.
04.02 Perform preventative maintenance on materials handling equipment.
04.03 Pass a safety check for the use and operation of materials handling equipment.
04.04 Demonstrate the ability to safely operate materials handling equipment.

04.05 Demonstrate the ability to load and unload materials using the proper materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.01 Demonstrate knowledge of receiving and stocking terminology.
05.02 Identify and list the use of the various forms used in receiving and stocking merchandise.
05.03 Demonstrate the proper method of checking deliveries.
05.04 Demonstrate the procedures for moving merchandise from the receiving area to the storage locations.
05.05 Demonstrate the proper procedures for handling discrepancies in the receipt of material.
05.06 Describe the procedure for tracing list or nondelivered merchandise.
05.07 Demonstrate knowledge of the proper procedures for filing claims for lost or damaged merchandise.
05.08 Demonstrate knowledge of the terminology used in storing merchandise.
05.09 List and identify the various locator identification systems.
05.10 Demonstrate the ability to store materials using the acceptable storage techniques.
05.11 List, identify, and describe the uses of the various types of storage equipment.

06.0 CONTROL INVENTORY--The student will be able to:

06.01 List and define inventory control terminology.
06.02 List and describe the various types of inventories.
06.03 Compute a book inventory value at cost and retail.
06.04 Compute a physical inventory value at cost and retail.
06.05 Explain the procedure for and compute stock maximums and stock minimums.
06.06 Make adjustments to book inventories.
06.07 Describe the procedures for taking physical inventories.
06.08 Take a physical inventory.
06.09 Compute a reorder using the Poisson Distribution Formula.

7.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.01 List and define order processing and shipping terms.
07.02 List and explain the uses of the various forms used in order processing and shipping.
07.03 Prepare the forms used in order processing and shipping.
07.04 Select merchandise for shipping.
07.05 Assemble orders for shipment.
07.06 Weigh, mark and pack shipments properly.
07.07 Compute shipping charges.
07.08 Route shipments to customers.
07.09 Load shipments properly.
07.10 Prepare and maintain shipping records.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.01 Explain the importance of a good housekeeping program.
08.02 Describe and perform the proper procedures for keeping the stock and facilities clean.
08.03 Explain and perform maintenance checks on equipment.
08.04 Explain the concept of stock rotation.
08.05 Explain the importance of a good pest control program.
08.06 Explain the importance of a good security program.
08.07 List and describe the fundamental security practices.
08.08 Explain the necessity for a policy concerning dangers in accepting gratuities.

09.0 DEMONSTRATE ACCEPTABLE SAFETY PROCEDURES--The student will be able to:

09.01 Explain the importance of a good safety program.
09.02 List and describe fundamental safety practices.
09.03 List and explain the ways or promoting safety.
09.04 List and explain the use of warning and protection devices.
09.05 Explain the importance of a disaster control plan.
09.06 List and explain the use of personal safety devices.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job
10.03 Identify documents that may be required when applying for a job.
10.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Identify how to make job changes appropriately.
10.09 Demonstrate acceptable business appearance.
10.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

11.0 PERFORM MATH OPERATIONS RELATED TO WAREHOUSING FUNCTIONS--The student will be able to:

11.01 Add, subtract, multiply and divide whole numbers.
11.02 Add, subtract, multiply and divide decimals.
11.03 Add, subtract, multiply and divide fractions.
11.04 Perform math functions using percentages.
11.05 Compute storage requirements.
11.06 Compute an open-to-buy table.
11.07 Compute stock turnover ratios.
11.08 Compute metric conversions.
11.09 Interpret charts and graphs.

12.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

12.01 Demonstrate knowledge of the overview of selling.
12.02 Explain the importance of selling.
12.03 List and describe the different steps of a sale.
12.04 List and describe customer buying motives.
12.05 List and describe the ways to obtain and use product knowledge.
12.06 List and describe the methods and procedures used to support sales.
12.07 List and describe the various types of customer services.

13.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

13.01 List the purposes of advertising.
13.02 Identify the various forms of advertising media.
13.03 Identify the parts of an advertisement.
13.04 List the purposes of displays.
13.05 Distinguish between the different kinds of displays.
13.06 List the purposes of public relations.
13.07 Explain the importance of sales promotions.
13.08 Develop and explain a promotional mix.
13.09 Advise customers about promotional merchandise.

14.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

14.01 Explain the concept of private enterprise and business ownership.
14.02 Explain the relationship of business and society.
14.03 Explain the relationship of government and business.
14.04 Explain the concept of economics and economic activities.
14.05 Explain the concept of economic resources.
14.06 Explain the concept of economic goods and services.
14.07 Explain concept of Gross National Product.
14.08 Explain marketing and its importance.
14.09 Explain marketing functions and related activities.
14.10 Explain the concept of profit.
14.11 Explain the concept of utility.
14.12 Explain the concept of market price.
14.13 Explain the concept of supply and demand.
14.14 Explain the concept of competition.
14.15 Explain the concept of market and market identification.
14.16 Explain the nature of channels of distribution.
14.17 Explain the concept of marketing strategies.
14.18 Explain the concept of promotional mix.
14.19 Explain the concept of business cycles.
14.20 Explain the concept of division and specialization of labor.
14.21 Explain the concept of organized labor and business.

15.0 UNDERSTAND BASIC COST AND ADMINISTRATIVE CONTROLS--The student will be able to:

15.01 Make budgeted and actual expense comparisons.
15.02 Demonstrate knowledge of cost and administrative controls.
15.03 Demonstrate knowledge of procedure manuals.

15.04 Explain the interrelation between the warehousing and accounting functions.
15.05 Explain the necessity for accounting for inventory.
15.06 List and describe the documents used in warehouse accountability.
15.07 Explain the principles of accountability analysis.
15.08 Explain the concept of handling time efficiency.
15.09 Explain the concept of space utilization efficiency.
15.10 Explain the concept and purpose of productivity reports.
15.11 List and describe special cost reduction methods.

16.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

16.01 Demonstrate knowledge of the functions of management.
16.02 List and describe the various types of managerial styles.
16.03 Differentiate between the various types of business organizations.
16.04 Draw a basic warehouse organization chart.
16.05 List and describe the duties of a warehouse manager.

17.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

17.01 Define entrepreneurship.
17.02 Describe the importance of entrepreneurship to the American economy.
17.03 List the advantages and disadvantages of business ownership.
17.04 Identify the risks involved in ownership of a business.
17.05 Identify the necessary personal characteristics of a successful entrepreneur.
17.06 Identify the business skills needed to operate a small business efficiently and effectively.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845010
Course Title: Materials Processing & Distribution 1
Course Credit: 1

COURSE DESCRIPTION:

Instruction in this course includes economic principles as they relate to warehousing, basic human relations and communication skills, and marketing techniques that relate to warehousing functions.

2.0 DEMONSTRATE APPROPRIATE HUMAN RELATION SKILLS--The student will be able to:

02.01 Exhibit acceptable grooming and health habits.
02.02 Recognize personal qualities expected of employees.
02.03 Exhibit the ability to get along with others.
02.04 Demonstrate knowledge of the factors of honest behavior.
02.05 Demonstrate knowledge of the principles involved in the development and achievement of personnel and company goals.
02.06 Demonstrate knowledge of the importance of and the effects of a positive attitude.
02.07 Apply appropriate human relations skills.
02.08 Demonstrate responsible behavior.

3.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

03.01 Explain the importance of good listening skills.
03.02 Explain the importance of good oral communication skills in warehousing.
03.03 Explain the importance of good written communication skills in warehousing.
03.04 Demonstrate the ability to listen to and follow directions.
03.05 Explain the importance of the correct interpretation of spoken words.
03.06 Demonstrate the ability to use proper speech and vocabulary.
03.07 Use a telephone in a business-like manner.

6.0 CONTROL INVENTORY--The student will be able to:

06.01 List and define inventory control terminology.
06.07 Describe the procedures for taking physical inventories.

7.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.01 List and define order processing and shipping terms.
07.02 List and explain the uses of the various forms used in order processing and shipping.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

- 08.01 Explain the importance of a good housekeeping program.

9.0 DEMONSTRATE ACCEPTABLE SAFETY PROCEDURES--The student will be able to:

- 09.01 Explain the importance of a good safety program.
- 09.02 List and describe fundamental safety practices.
- 09.06 List and explain the use of personal safety devices.

11.0 PERFORM MATH OPERATIONS RELATED TO WAREHOUSING FUNCTIONS--The student will be able to:

- 11.01 Add, subtract, multiply and divide whole numbers.
- 11.02 Add, subtract, multiply and divide decimals.
- 11.03 Add, subtract, multiply and divide fractions.
- 11.04 Perform math functions using percentages.
- 11.07 Compute stock turnover ratios.
- 11.08 Compute metric conversions.

12.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 12.01 Demonstrate knowledge of the overview of selling.
- 12.02 Explain the importance of selling.
- 12.05 List and describe the ways to obtain and use product knowledge.
- 12.07 List and describe the various types of customer services.

13.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

- 13.01 List the purposes of advertising.
- 13.02 Identify the various forms of advertising media.
- 13.03 Identify the parts of an advertisement.
- 13.04 List the purposes of displays.
- 13.05 Distinguish between the different kinds of displays.
- 13.09 Advise customers about promotional merchandise.

14.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

- 14.01 Explain the concept of private enterprise and business ownership.
- 14.04 Explain the concept of economics and economic activities.
- 14.05 Explain the concept of economic resources.
- 14.06 Explain the concept of economic goods and services.
- 14.08 Explain marketing and its importance.
- 14.09 Explain marketing functions and related activities.
- 14.10 Explain the concept of profit.
- 14.11 Explain the concept of utility.
- 14.14 Explain the concept of competition.
- 14.16 Explain the nature of channels of distribution.
- 14.19 Explain the concept of business cycles.

16.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

16.01 Demonstrate knowledge of the functions of management.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845020
Course Title: Materials Processing & Distribution 2
Course Credit: 1

COURSE DESCRIPTION:

In this course students will receive instruction and engage in current warehousing practices and procedures. This instruction will include introduction to the use of the computer in warehousing.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.01 Operate a ten-key printing calculator.
01.02 Operate a standard copying machine.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.01 Identify and describe the uses of various materials handling equipment.
04.04 Demonstrate the ability to safely operate materials handling equipment.
04.05 Demonstrate the ability to load and unload materials using the proper materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.01 Demonstrate knowledge of receiving and stocking terminology.
05.02 Identify and list the use of the various forms used in receiving and stocking merchandise.
05.03 Demonstrate the proper method of checking deliveries.
05.04 Demonstrate the procedures for moving merchandise from the receiving area to the storage locations.
05.08 Demonstrate knowledge of the terminology used in storing merchandise.
05.09 List and identify the various locator identification systems.
05.10 Demonstrate the ability to store materials using the acceptable storage techniques.

06.0 CONTROL INVENTORY--The student will be able to:

06.08 Take a physical inventory.

7.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.03 Prepare the forms used in order processing and shipping.
07.04 Select merchandise for shipping.
07.05 Assemble orders for shipment.
07.06 Weigh, mark and pack shipments properly.
07.07 Compute shipping charges.

07.08 Route shipments to customers.
07.09 Load shipments properly.
07.10 Prepare and maintain shipping records.

8.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.02 Describe and perform the proper procedures for keeping the stock and facilities clean.
08.03 Explain and perform maintenance checks on equipment.
08.04 Explain the concept of stock rotation.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845030
Course Title: Materials Processing & Distribution 3
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction in business relationships and employability skills as they relate to preparing students for careers in warehousing.

02.0 DEMONSTRATE APPROPRIATE HUMAN RELATIONS--The student will be able to:

- 02.01 Exhibit acceptable grooming and health habits.
- 02.02 Recognize personal qualities expected of employees.
- 02.03 Exhibit the ability to get along with others.
- 02.05 Demonstrate knowledge of the principles involved in the development and achievement of personnel and company goals.
- 02.07 Apply appropriate human relations skills.

03.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

- 03.03 Explain the importance of good written communication skills in warehousing.
- 03.05 Explain the importance of the correct interpretation of spoken words.
- 03.06 Demonstrate the ability to use proper speech and vocabulary.
- 03.07 Use a telephone in a business-like manner.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 10.01 Conduct a job search.
- 10.02 Secure information about a job
- 10.03 Identify documents that may be required when applying for a job.
- 10.04 Write logical and understandable statements, or phrases, to accurately fill out a job application form and to compose a resume.
- 10.05 Demonstrate competence in job interview techniques.
- 10.06 Identify and demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
- 10.07 Identify acceptable work habits.
- 10.08 Identify how to make job changes appropriately.
- 10.09 Demonstrate acceptable business appearance.
- 10.10 Identify proper personal and business ethics, e.g., preventing theft, pilfering, and unauthorized discounting.

12.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

12.03 List and describe the different steps of a sale.
12.04 List and describe customer buying motives.
12.05 List and describe the ways to obtain and use product knowledge.
12.06 List and describe the methods and procedures used to support sales.

14.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

14.02 Explain the relationship of business and society.
14.03 Explain the relationship of government and business.
14.07 Explain concepts of Gross National Product.
14.09 Explain marketing functions and related activities.
14.12 Explain the concept of market price.
14.13 Explain the concept of supply and demand.
14.15 Explain the concept of market and market identification.
14.17 Explain the concept of marketing strategies.
14.18 Explain the concept of promotional mix.
14.20 Explain the concept of division and specialization of labor.
14.21 Explain the concept of organized labor and business.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845040
Course Title: Materials Processing & Distribution 4
Course Credit: 1

COURSE DESCRIPTION:

Instruction and activities in this course deal with current warehousing operations to include computer assisted inventory control, shipping and receiving, housekeeping and safety, and other operational components necessary to the successful operation of a warehouse.

01.0 OPERATE OFFICE EQUIPMENT--The student will be able to:

01.03 Input order entry data into a computer terminal.
01.04 Input and retrieve inventory data using a computer terminal.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.02 Perform preventative maintenance on materials handling equipment.
04.03 Pass a safety check for the use and operation of materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.05 Demonstrate the proper procedures for handling discrepancies in the receipt of material.
05.06 Describe the procedure for tracing lost of non-delivered merchandise.
05.07 Demonstrate knowledge of the proper procedures for filing claims for lost or damaged merchandise.
05.11 List, identify, and describe the uses of the various types of storage equipment.

06.0 CONTROL INVENTORY--The student will be able to:

06.02 List and describe the various types of inventories.
06.03 Compute a book inventory value at cost and retail.
06.04 Compute a physical inventory value at cost and retail.
06.05 Explain the procedure for and compute stock maximums and stock minimums.
06.06 Make adjustments to book inventories.

07.0 DISTRIBUTE MERCHANDISE--The student will be able to:

07.02 List and explain the uses of the various forms used in order processing and shipping.
07.03 Prepare the forms used in order processing and shipping.
07.05 Assemble orders for shipment.

07.07 Compute shipping charges.
07.10 Prepare and maintain shipping records.

08.0 PERFORM HOUSEKEEPING AND SECURITY DUTIES--The student will be able to:

08.05 Explain the importance of a good pest control program.
08.06 Explain the importance of a good security program.
08.07 List and describe the fundamental security practices.
08.08 Explain the necessity for a policy concerning dangers in accepting gratuities.

09.0 DEMONSTRATE ACCEPTABLE SAFETY PROCEDURES--The student will be able to:

09.03 List and explain the ways or promoting safety.
09.04 List and explain the use of warning and protection devices.
09.05 Explain the importance of a disaster control plan.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845050
Course Title: Materials Processing & Distribution 5
Course Credit: 1

COURSE DESCRIPTION:

Emphasis in this course includes, but is not limited to, instruction in the operation of and the actual use of specialized and mechanized materials handling equipment, warehouse organization, understanding costs, and other administrative responsibilities.

04.0 OPERATE MATERIALS HANDLING EQUIPMENT--The student will be able to:

04.04 Demonstrate the ability to safely operate materials handling equipment.
04.05 Demonstrate the ability to load and unload materials using the proper materials handling equipment.

05.0 RECEIVE AND STOCK MERCHANDISE--The student will be able to:

05.08 Demonstrate knowledge of the terminology used in storing merchandise.

06.0 CONTROL INVENTORY--The student will be able to:

06.07 Describe the procedures for taking physical inventories.
06.09 Compute a reorder using the Poisson Distribution Formula.

11.0 PERFORM MATH OPERATIONS RELATED TO WAREHOUSING FUNCTIONS--The student will be able to:

11.05 Compute storage requirements.
11.06 Compute an open-to-buy table.
11.09 Interpret charts and graphs.

13.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

13.06 List the purposes of public relations.
13.07 Explain the importance of sales promotions.
13.08 Develop and explain a promotional mix.

15.0 UNDERSTAND BASIC COST AND ADMINISTRATIVE CONTROLS--The student will be able to:

15.01 Make budgeted and actual expense comparisons.
15.02 Demonstrate knowledge of cost and administrative controls.
15.03 Demonstrate knowledge of procedure manuals.

15.04 Explain the interrelation between the warehousing and accounting functions.
15.05 Explain the necessity for accounting for inventory.
15.06 List and describe the documents used in warehouse accountability.
15.07 Explain the principles of accountability analysis.
15.08 Explain the concept of handling time efficiency.
15.09 Explain the concept of space utilization efficiency.
15.10 Explain the concept and purpose of productivity reports.
15.11 List and describe special cost reduction methods.

16.0 UNDERSTAND THE ROLE OF THE MANAGER AND ENTREPRENEUR--The student will be able to:

16.02 List and describe the various types of managerial styles.
16.03 Differentiate between the various types of business organizations.
16.04 Draw a basic warehouse organization chart.
16.05 List and describe the duties of a warehouse manager.

17.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

17.01 Define entrepreneurship.
17.02 Describe the importance of entrepreneurship to the American economy.
17.03 List the advantages and disadvantages of business ownership.
17.04 Identify the risks involved in ownership of a business.
17.05 Identify the necessary personal characteristics of a successful entrepreneur.
17.06 Identify the business skills needed to operate a small business efficiently and effectively.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Promotion Management
Occupational Area: Marketing

PSVC

CIP Number	0206.140120
Grade Level	College Credits
Length	Certificate
Certification	

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as advertising and display specialists, marketing, advertising, public relations manager (13011013), public relations specialists (34008191), or to provide supplemental training for persons previously or currently employed in these occupations. The content should include, but not be limited to, advertising and displaying of merchandise and managing this function.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. Equipment and supplies should be provided to enable the student to select and design promotional displays and advertisements.

III. **SPECIAL NOTE:** Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is 30 credit hours.

The particular outcomes and student performance standards which the handicapped student must master to earn credit must be specified in the student's individual educational plan (IEP). Additional credits may be gained when outcomes and standards are mastered in accordance with the requirements indicated in subsequent IEP's. The job title for which the student is being trained must be designated in the IEP.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in promotion.
02.0 Demonstrate the ability to communicate skillfully.
03.0 Demonstrate a knowledge of basic economic principles.
04.0 Demonstrate proficiency in applying basic math skills as related to promotion.
05.0 Demonstrate knowledge of the principles of promotion.
06.0 Demonstrate knowledge of advertising.
07.0 Demonstrate knowledge of display.
08.0 Demonstrate knowledge of public relations.
09.0 Demonstrate knowledge of personal selling.
10.0 Demonstrate knowledge of management functions.
11.0 Demonstrate an understanding of entrepreneurship.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Promotion Management
Secondary Number:
Postsecondary Number: 0206.140120

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN PROMOTION--The student will be able to:

01.01 Discuss the importance of such interpersonal skills as punctuality, initiative, courtesy, loyalty, and honesty.
01.02 Discuss the importance of being able to work cooperatively with others.
01.03 Explain the importance of good human relations skills.
01.04 Outline the steps in effective problem-solving and decision making.
01.05 Discuss the importance of professional grooming and dress.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communications play in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communication skills.
02.07 Demonstrate effective oral communication skills.

03.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

03.01 Explain the role of marketing in the free enterprise system.
03.02 List and compare the three major types of economic systems.
03.03 Describe the channels of distribution.
03.04 Identify and discuss economic resources.
03.05 Discuss the role of the consumer in the free enterprise system.
03.06 Define the concept "supply and demand".
03.07 Identify and define the functions of marketing.
03.08 Identify and define the four types of product utility.
03.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
03.10 Differentiate between the three basic categories of consumer goods (convenience, shopping, and specialty).
03.11 Name current trends that have developed in retailing.
03.12 List the major components of Gross National Product.

04.0 DEMONSTRATE PROFICIENCY IN APPLYING BASIC MATH SKILLS AS RELATED TO PROMOTION--The student will be able to:

04.01 Perform addition, subtraction, multiplication, and division.

04.02 Complete problems using percentages, decimals and fractions.

05.0 DEMONSTRATE KNOWLEDGE OF THE PRINCIPLES OF PROMOTION--The student will be able to:

05.01 Define promotion.
05.02 State the purposes of promotion.
05.03 Explain the importance of promotion in a free enterprise system.
05.04 Explain the role of promotion in marketing.
05.05 List and define the elements of the promotional mix.
05.06 List factors which can affect the promotional mix.
05.07 List purposes of retail promotion.
05.08 Discuss the limitations of retail promotion.

06.0 DEMONSTRATE KNOWLEDGE OF ADVERTISING--The student will be able to:

06.01 Explain the role of advertising in the promotional mix.
06.02 Describe how advertising creates demand.
06.03 Discuss the importance of identifying the "market".
06.04 Recall the market classifications of advertising.
06.05 Identify the parts of an written advertisement.
06.06 Prepare a written ad layout.
06.07 Identify the various advertising media.
06.08 Evaluate and select the proper medium to carry the advertising message.

07.0 DEMONSTRATE KNOWLEDGE OF DISPLAY--The student will be able to:

07.01 Identify and describe the elements of display design.
07.02 Name and describe the principles of display design.
07.03 List sources of display ideas.
07.04 Explain the effect of color on customer buying decisions.
07.05 Name the "appeals" that should be considered when selecting merchandise for display.
07.06 List the objectives of display.
07.07 List the steps involved in planning and setting up a display.
07.08 Define: display requisition, display planning calendar, display planning budget, functional prop, decorative prop.
07.09 List factors that should be considered when evaluating a completed display.
07.10 Explain the difference between promotional displays and institutional displays.

08.0 DEMONSTRATE KNOWLEDGE OF PUBLIC RELATIONS--The student will be able to:

08.01 Define public relations.
08.02 List the objective of public relations.
08.03 Identify the groups that a public relations campaign is designed to reach.

09.0 DEMONSTRATE KNOWLEDGE OF PERSONAL SELLING--The student will be able to:

09.01 State the importance of personal selling skills as a retail function.
09.02 Define and state the essentials of a sales presentation.
09.03 Identify the steps of the selling process.
09.04 Explain the purpose of the preapproach.
09.05 List and explain the various approach categories.
09.06 Explain how listening, questioning, and observation skills can help the salesperson determine wants and needs.
09.07 Explain the importance of the demonstration.
09.08 Identify the major types of customer objections and techniques that can be used to overcome them.
09.09 Identify the natural process involved in closing a sale.
09.10 Explain various techniques for closing a sale.
09.11 Define and explain suggestion selling.

10.0 DEMONSTRATE KNOWLEDGE OF MANAGEMENT FUNCTIONS--The student will be able to:

10.01 Explain the importance of good human relations skills in managing personnel.
10.02 Identify the qualities of a good leader.
10.03 Understand the functions of management.
10.04 Describe how the work of managers is different from that of other employees.
10.05 Identify the basic elements to be considered in organizing work.
10.06 Describe the importance of assigning duties, delegating authority, and evaluating the completed work.

11.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

11.01 Define entrepreneurship.
11.02 Describe the importance of entrepreneurship to the American economy.
11.03 List the advantages and disadvantages of business ownership.
11.04 Identify the risks involved in ownership of a business.
11.05 Identify the necessary personal characteristics of a successful entrepreneur.
11.06 Identify the business skills needed to operate a small business efficiently and effectively.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Real Estate Management
Occupational Area:	Marketing
	PSV
CIP Number	0206.170101
Grade Level	College Credits
Length	AS Degree - 64 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as managers, real estate sales (15011016), property managers (186.167-046), real estate agency managers, or real estate agency owners, or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of selling, buying, renting, advertising, and financing real estate and real estate services.

II. **LABORATORY ACTIVITIES**: Laboratory activities are not required.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 64 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in marketing occupations.
02.0 Demonstrate the ability to communicate skillfully.
03.0 Utilize effective selling techniques and procedures.

04.0 Apply sales promotion techniques and procedures to the marketing of real estate products.
05.0 Demonstrate knowledge of merchandising activities.
06.0 Perform merchandising math operations unique to real estate marketing.
07.0 Demonstrate a knowledge of basic economic principles.
08.0 Understand the importance of marketing operations.
09.0 Demonstrate knowledge and application of product and service technology.
10.0 Demonstrate employability skills.
11.0 Understand the role of the manager and the entrepreneur.
12.0 Develop a business plan.
13.0 Obtain technical assistance.
14.0 Plan the marketing strategy.
15.0 Locate the business.
16.0 Finance the business.
17.0 Deal with legal issues.
18.0 Comply with governmental regulations.
19.0 Manage the business.
20.0 Manage human resources.
21.0 Promote the business.
22.0 Manage sales.
23.0 Keep business records.
24.0 Manage finances.
25.0 Manage customer credit and collections.
26.0 Protect the business.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Real Estate Management
Secondary Number:
Postsecondary Number: 0206.170101

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Identify the activities that have to be completed to effectively service a listing.
03.02 Demonstrate the presentation of a sales plan to a seller.
03.03 Demonstrate knowledge of the subjects to be discussed with the buyer in the buyer interview.
03.04 Explain the objectives of the buyer interview.
03.05 Demonstrate the ability to effectively handle buyer objections.
03.06 Close a sale.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing/selling in merchandising of real estate.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO REAL ESTATE MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Compute a sales commission.
06.04 Amortize a level-payment plan mortgage.
06.05 Prorate buyer's and seller's expenses.
06.06 Allocate taxes and fees to the proper parties and compute the individual costs.
06.07 Calculate the cost of state documentary stamps and deeds.
06.08 Calculate the property tax rate for a community.
06.09 Calculate the property tax on a specific tract or parcel using the correct tax rates and assigned exemptions.
06.10 Calculate the cost of special assessments.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Describe a real estate market under the price system.
07.02 List the major elements of the resource market.
07.03 Explain the major submarkets of real estate.
07.04 Explain the principles of highest and best use of land.
07.05 Describe the characteristics of a real estate market.
07.06 List and explain at least three factors that influence demand in the real estate market.
07.07 Describe how real estate market indicators assist in interpreting the current trends and conditions of the local market.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 List the five major divisions of the real estate business.
08.02 Identify the largest major division and its subdivisions.
08.03 Explain the economic functions of the different divisions within the Agency and the Development and Constructions Divisions.
08.04 Identify the relationships of the federal, state and local governments and the real estate industry.
08.05 Describe the major professional organizations active in the industry.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

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09.01 Explain property rights: estate, tenancies, and multiple ownership interests.
09.02 Demonstrate knowledge of title, deeds, and ownership restrictions.
09.03 Describe real estate taxes and the tax impact of the different levels of government on real property.
09.04 Explain the necessity for correct legal land descriptions, write a legal description and calculate acreage in parcels of the rectangular survey system.
09.05 Demonstrate a working knowledge of real estate contracts.
09.06 Explain real estate finance: loan, mortgage, note, security, and interest.
09.07 Explain the mortgage market.
09.08 Prepare a closing statement.
09.09 Explain planning and zoning and the purposes of each.
09.10 Explain real estate appraisal, the purpose of and use of the data in the industry.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 List and discuss the various functions performed by a real estate agency.
11.02 Explain the personnel management of a real estate agency.
11.03 Discuss the different ways functions can be divided in a real estate agency.
11.04 Discuss how functions are coordinated in a real estate agency.

12.0 DEVELOP A BUSINESS PLAN--The student will be able to:

12.01 Identify how the business plan helps the entrepreneur.
12.02 Recognize how a business plan should be organized.
12.03 Identify and use the mechanics for developing a business plan.

13.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

13.01 Prepare for using technical assistance.
13.02 Select professional consultants.
13.03 Work effectively with consultants.

14.0 PLAN THE MARKETING STRATEGY--The student will be able to:

14.01 Use decision-making tools that aid in evaluating marketing activities.
14.02 Evaluate operations to improve decision making about marketing.

15.0 LOCATE THE BUSINESS--The student will be able to:

15.01 Analyze customer transportation, access, parking, and so forth, relative to alternative site locations.
15.02 Complete a location feasibility study for your business.
15.03 Determine the costs of renovating or improving a site for your business.
15.04 Prepare an occupancy contract for your business.

16.0 FINANCE THE BUSINESS--The student will be able to:

16.01 Describe the sources of information available to help in estimating the financing necessary to start your new business.
16.02 Determine the financing necessary to start your new business.
16.03 Prepare a projected profit and loss statement and a projected cash flow statement for your new business.
16.04 Prepare a loan application package.

17.0 DEAL WITH LEGAL ISSUES--The student will be able to:

17.01 Determine your need for legal assistance.
17.02 Select the provisions that you desire in a lease.
17.03 Prepare sales contracts (such as credit sales or long-term sales) that may be utilized in your business.
17.04 Evaluate contracts.
17.05 Determine your needs for protection of ideas and inventions.

18.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

18.01 Appraise the effects of various regulations on your business operations.
18.02 Acquire the information necessary to comply with the various rules and regulations affecting your business.
18.03 Develop policies for your business to comply with government rules and regulations.

19.0 MANAGE THE BUSINESS--The student will be able to:

19.01 Plan goals and objectives for a business.
19.02 Diagram the organizational structure for a business.
19.03 Establish control practices and procedures for a business.

20.0 MANAGE HUMAN RESOURCES--The student will be able to:

20.01 Write a job description for a position in your business.
20.02 Develop a training program outline for employees.
20.03 Develop a list of personnel policies for employees in your business.

20.04 Develop an outline for an employee evaluation system.
20.05 Plan a corrective interview with an employee concerning a selected problem.

21.0 PROMOTE THE BUSINESS--The student will be able to:

21.01 Create a long-term promotional plan.
21.02 Describe the techniques used to prepare advertising and promotion.
21.03 Analyze competitive promotional activities.
21.04 Evaluate promotional effectiveness.
21.05 Plan a community relations program.

22.0 MANAGE SALES--The student will be able to:

22.01 Develop a sales plan for your business.
22.02 Develop policies and procedures for serving your customers.
22.03 Develop a plan for training and motivating sales people.

23.0 KEEP BUSINESS RECORDS--The student will be able to:

23.01 Determine who will keep the books for your business and how they will be maintained.
23.02 Describe double-entry bookkeeping.
23.03 Select the types of journals and ledgers that you will use in your business.
23.04 Identify the types of records that you will use in your business to record sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
23.05 Evaluate your business records.
23.06 Identify how a microcomputer may be used to keep the business records.

24.0 MANAGE FINANCES--The student will be able to:

24.01 Explain the importance of cash flow management.
24.02 Identify financial control procedures.
24.03 Describe how to find cash flow patterns.
24.04 Analyze trouble spots in financial management.
24.05 Describe how to prepare an owner's equity financial statement.
24.06 Describe how to compute various financial ratios.
24.07 Analyze financial management ratios applicable to a small business.
24.08 Identify the components of a break-even analysis.
24.09 Compute and analyze break-even point problems.
24.10 Review microcomputer applications for financial management.

25.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

25.01 Analyze the legal rights and recourse of credit grantors.
25.02 Develop a series of credit collection reminder letters and follow-up activities.
25.03 Develop various credit and collection policies.

25.04 Prepare a credit promotion plan.
25.05 Discuss informational resources and systems that apply to credit and collection procedures.

26.0 PROTECT THE BUSINESS--The student will be able to:
26.01 Prepare policies for your firm that will help minimize losses.
26.02 Determine the kinds, amount, and cost of insurance needed by your firm.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Real Estate Marketing
Occupational Area:	Marketing

PSAV

Program Numbers	**M617010**
CIP Number	0206.170100
Grade Level	30, 31
Length	Multiple hours
Certification	REAL ESTAT @7 G

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as sales agents, real estate (43008275), or to provide supplemental training for those persons previously or currently employed in these occupations. The student is also prepared for state license examinations.

The content includes, but is not limited to, selling, buying, renting, advertising, and financing real estate and real estate services.

II. **LABORATORY ACTIVITIES**: Laboratory activities are not required.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

In accordance with Chapter 475.17 F. S. for licensure as a sales agent the length of the program shall not exceed a total of 63 classroom hours of 50 minutes each, inclusive of examination. For a broker, the program shall not exceed 72 classroom hours of 50 minutes each, inclusive of examination.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in marketing occupations.
02.0 Demonstrate the ability to communicate skillfully.
03.0 Utilize effective selling techniques and procedures.
04.0 Apply sales promotion techniques and procedures to the marketing of real estate products.
05.0 Demonstrate knowledge of merchandising activities.
06.0 Perform merchandising math operations unique to real estate marketing.
07.0 Demonstrate a knowledge of basic economic principles.
08.0 Understand the importance of marketing operations.
09.0 Demonstrate knowledge and application or product and service technology.
10.0 Demonstrate employability skills.
11.0 Understand the role of the manager.
12.0 Demonstrate an understanding of entrepreneurship.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Real Estate Marketing
Secondary Number:
Postsecondary Number: M617010

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Use a personality inventory for personal improvement.
01.04 Exhibit the ability to get along with others.
01.05 Discuss the importance of human relations.
01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Describe the importance of clear and concise writing.
02.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
02.03 Explain the importance of good listening skills.
02.04 Discuss the role communication plays in marketing.
02.05 Demonstrate the components of the communication process.
02.06 Demonstrate effective written communications skills.
02.07 Demonstrate effective oral communications skills.
02.08 Conduct a meeting utilizing parliamentary procedure.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Identify the activities that have to be completed to effectively service a listing.
03.02 Demonstrate the presentation of a sales plan to a seller.
03.03 Demonstrate knowledge of the subjects to be discussed with the buyer in the buyer interview.
03.04 Explain the objectives of the buyer interview.
03.05 Demonstrate the ability to effectively handle buyer objections.
03.06 Close a sale.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF REAL ESTATE PRODUCTS--The student will be able to:

04.01 List the purposes of advertising, display, and public relations.
04.02 Explain the importance of sales promotion.
04.03 Identify various forms of advertising media.
04.04 Demonstrate an understanding of design principles and elements.

05.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Explain the role of buying/purchasing/selling in merchandising of real estate.
05.02 Describe the importance of inventory control.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO REAL ESTATE MARKETING--The student will be able to:

06.01 Perform addition, subtraction, multiplication, and division.
06.02 Complete problems using percentages, decimals, and fractions.
06.03 Compute a sales commission.
06.04 Amortize a level-payment plan mortgage.
06.05 Prorate buyer's and seller's expenses.
06.06 Allocate taxes and fees to the proper parties and compute the individual costs.
06.07 Calculate the cost of state documentary stamps and deeds.
06.08 Calculate the property tax rate for a community.
06.09 Calculate the property tax on a specific tract or parcel using the current tax rates and assigned exemptions.
06.10 Calculate the cost of special assessments.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Describe a real estate market under the price system.
07.02 List the major elements of the resource market.
07.03 Explain the major submarkets of real estate.
07.04 Explain the principles of highest and best use of land.
07.05 Describe the characteristics of a real estate market.
07.06 List and explain at least three factors that influence demand in the real estate market.
07.07 Describe how real estate market indicators assist in interpreting the current trends and conditions of the local market.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 List the five major divisions of the real estate business.
08.02 Identify the largest major division and its subdivisions.
08.03 Explain the economic functions of the different divisions within the Agency and the Development and Construction Divisions.
08.04 Identify the relationships of the federal, state and local governments and the real estate industry.
08.05 Describe the major professional organizations active in the industry.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Explain property rights: estates, tenancies, and multiple ownership interests.
09.02 Demonstrate knowledge of title, deeds, and ownership restrictions.
09.03 Describe real estate taxes and the tax impact of the different levels.
09.04 Explain the necessity for correct legal land descriptions, write a legal description and calculate acreage in parcels of the rectangular survey system.
09.05 Demonstrate a working knowledge of real estate contracts.
09.06 Explain real estate insurance: loan, mortgage, note, security, and interest.
09.07 Explain the mortgage market.
09.08 Prepare a closing statement.
09.09 Explain planning and zoning and the purposes of each.
09.10 Explain real estate appraisal, the purpose of and use of the data in the industry.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.

11.0 UNDERSTAND THE ROLE OF THE MANAGER--The student will be able to:

11.01 List and discuss the various functions performed by a real estate agency.
11.02 Explain the personnel management of a real estate agency.
11.03 Discuss the different ways functions can be divided in a real estate agency.
11.04 Discuss how functions are coordinated in a real estate agency.

12.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

12.01 Define entrepreneurship.
12.02 Describe the importance of entrepreneurship to the American economy.
12.03 List the advantages and disadvantages of business ownership.
12.04 Identify the risks involved in ownership of a business.
12.05 Identify the necessary personal characteristics of a successful entrepreneur.
12.06 Identify the business skills needed to operate a small business efficiently and effectively.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Retail Food Management
Occupational Area: Marketing

PSV

CIP Number 0206.079901
Grade Level College Credits
Length AS Degree
Certification

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment in supervisory positions in the retail food industry as retail store managers (185.167-046), assistant store managers, grocery managers, manager, meat sales (185.167-030), or other department managers such as bakery manager, produce or deli manager, (299.137-010) or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, management and supervisory development, management theory, decision making, organization, communications, human relations, leadership training, personnel training, security, sanitation, front end management, general merchandising, grocery management, meat management, produce management, bakery management, deli management, financial analysis, and applicable local, state and federal laws.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. The student should gain the competence required to manage each department and for overall management of the establishment that represents the students' occupational goal.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks relevant to the occupation the student has chosen as a career goal. The student must be paid for work performed.

The typical length of this program for the average achieving student is an associate degree.

IV. **INTENDED OUTCOMES:** After successfully completing this program, the student will be able to:

01.0 Demonstrate employability skills.
02.0 Apply human relations, leadership, and communications skills.
03.0 Apply math skills.
04.0 Identify economic and marketing concepts.
05.0 Identify health, safety, and security practices.
06.0 Identify organization and functions of the food retail industry.
07.0 Demonstrate supervisory, human relations, communications, and training skills.
08.0 Demonstrate knowledge of food merchandising.
09.0 Demonstrate knowledge of front-end management.
10.0 Demonstrate knowledge of produce management and operations.
11.0 Demonstrate knowledge of meat management.
12.0 Demonstrate knowledge of grocery management.
13.0 Demonstrate knowledge of general food retail merchandising.
14.0 Demonstrate knowledge of food store sanitation management.
15.0 Demonstrate knowledge of food store security.
16.0 Demonstrate knowledge of bakery service and management.
17.0 Demonstrate knowledge of deli service and management.
18.0 Demonstrate knowledge of and perform accounting procedures.
19.0 Demonstrate knowledge of and perform financial analyses.
20.0 Demonstrate knowledge of energy management.
21.0 Demonstrate knowledge of, identify, and apply marketing management and sales promotion concepts.
22.0 Demonstrate knowledge of property management.
23.0 Demonstrate knowledge of laws affecting the food retail industry.
24.0 Demonstrate an understanding of entrepreneurship.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Retail Food Management
Secondary Number:
Postsecondary Number: 0206.079901

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

01.01 Conduct a job search.
01.02 Secure information about a job.
01.03 Identify documents that may be required when applying for a job.
01.04 Complete a job application form correctly.
01.05 Demonstrate competence in job interview techniques.
01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
01.07 Identify acceptable work habits.
01.08 Demonstrate knowledge on how to make job changes appropriately.
01.09 Demonstrate acceptable employee health habits.
01.10 Exhibit punctuality, initiative, courtesy, loyalty and honesty.

02.0 APPLY HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

02.01 Apply verbal skills
02.02 Apply writing skills.
02.03 Exhibit the ability to get along with others.
02.04 Explain the importance of good listening skills.
02.05 Discuss the role that communication plays in food retail management.
02.06 Identify and apply basic leadership skills.
02.07 Develop and demonstrate human relations skills needed to successfully manage a food retail outlet.

03.0 APPLY MATH SKILLS--The student will be able to:

03.01 Apply basic mathematics skills.
03.02 Apply basic intermediate mathematics skills.
03.03 Apply the mathematics of food retail management such as business formulas, percentages, mark-ups and mark-downs, as well as preparing shelf markers and figuring inventory turnover in solving everyday food retail problems.

04.0 IDENTIFY ECONOMIC AND MARKETING CONCEPTS--The student will be able to:

04.01 Identify basic economic concepts.
04.02 Explain the role of marketing in the free enterprise system.
04.03 Describe the channels of distribution with respect to the food retail industry.
04.04 Discuss the role of the consumer in the free enterprise system.
04.05 Analyze economic trends as they relate to the food retail industry.

04.06 Apply basic marketing concepts.

05.0 IDENTIFY HEALTH, SAFETY, AND SECURITY PRACTICES--The student will be able to:

05.01 Identify general safety procedures and practices.
05.02 Identify general hygienic and sanitation principles.
05.03 Identify general security practices.
05.04 Recognize emergency situations.

06.0 IDENTIFY ORGANIZATION AND FUNCTIONS OF THE FOOD RETAIL INDUSTRY--The student will be able to:

06.01 Identify career opportunities in the food retail industry.
06.02 Trace the development of the food retail industry.
06.03 Analyze the organizational structures of food retail operations.
06.04 Identify the objectives of the departments/divisions of a typical food retail operation.
06.05 Identify the personnel that make up the departments/divisions of a typical food retail operation.
06.06 Analyze future trends in the food retail industry.

07.0 DEMONSTRATE SUPERVISORY, HUMAN RELATIONS, COMMUNICATIONS, AND TRAINING SKILLS--The student will be able to:

07.01 Describe management functions.
07.02 Describe supervisory functions.
07.03 Describe leadership styles.
07.04 Describe work improvement concepts.
07.05 Describe the supervisor as a change agent.
07.06 Analyze staff recruitment and selection.
07.07 Analyze staff orientation and training.
07.08 Analyze employee/supervisor performance evaluation.
07.09 Analyze wage and salary administration.
07.10 Discuss communications process.
07.11 Discuss motivational techniques.
07.12 Discuss disciplinary process.
07.13 Discuss conflict resolution.
07.14 Discuss employee groups.
07.15 Discuss employee unions.
07.16 Discuss labor control systems.
07.17 Discuss management development.
07.18 Identify need for effective communication.
07.19 Identify factors that impede effective communications.
07.20 Identify effective interview techniques.
07.21 Discuss communications factors that influence leadership.
07.22 Develop and evaluate training plans.
07.23 Identify oral communications techniques.
07.24 Identify effective writing skills
07.25 Identify principles of management training programs.
07.26 Discuss procedures for performing a task analysis.
07.27 Discuss procedures for training employees.
07.28 Identify learning principles.

07.29 Identify principles of individualized instruction.
07.30 Identify principles of group training methods.
07.31 Discuss training objectives and plans.
07.32 Describe procedures for evaluating training programs.
07.33 Identify communications concepts in training programs.
07.34 Discuss team-building strategies.
07.35 Identify effective coaching and counseling techniques.
07.36 Discuss implementation of training programs.

08.0 DEMONSTRATE KNOWLEDGE OF FOOD MERCHANDISING--The student will be able to:

08.01 Trace the development of food merchandising from general stores to self-service retailing.
08.02 Define food merchandising as an art and a science.
08.03 Identify economic and social characteristics of the market as part of a food merchandising program.
08.04 Interpret demographic studies as part of a food merchandising program.
08.05 Calculate pricing strategy using such methods as odd-cent pricing, multiple-unit pricing, private-label pricing, as well as promotional pricing.
08.06 Focus on the coordination of such promotional activities as advertising and layout as part of the merchandising program.
08.07 Identify special merchandising techniques such as games, stamps and continuity programs.
08.08 Discuss the advantages and disadvantages of various types of displays.
08.09 Discuss government regulations and trends affecting merchandising.

09.0 DEMONSTRATE KNOWLEDGE OF FRONT END MANAGEMENT--The student will be able to:

09.01 Identify various checkstand equipment.
09.02 Discuss the advantages and disadvantages of checkstand equipment.
09.03 Describe the use of registers, terminals and scanners.
09.04 Develop productive scheduling of checkout personnel.
09.05 Describe vital problems related to front end management.
09.06 Determine the number of checkstands needed or should be open at any one time.
09.07 Discuss how inventory loses can be substantially reduced by proper front end management.
09.08 Understand key depression methods as part of the checkout equipment procedure.
09.09 Understand the needs of the customer as part of front end management.

10.0 DEMONSTRATE KNOWLEDGE OF PRODUCE MANAGEMENT AND OPERATIONS--The student will be able to:

10.01 Discuss the history of fresh fruit and vegetable merchandising.

10.02 Discuss knowledge required to identify high quality fruits and vegetables.
10.03 Explain appropriate storage and display areas.
10.04 Discuss appropriate uses by consumers of various fruits and vegetables.
10.05 Explain the nutritional value and the versatile ways fruits and vegetables can be prepared.
10.06 Understand how herbs add interest to produce management.
10.07 Discuss produce management and operations through departmental location, layout, type and placement of equipment, sanitation and safety, backroom principles, advertising and special promotions.
10.08 Explain methods of achieving effective display techniques.
10.09 Develop criteria of meeting customer needs through produce management.

11.0 DEMONSTRATE KNOWLEDGE OF MEAT MANAGEMENT--The student will be able to:

11.01 Discuss the importance of meat to a consumers diet.
11.02 Identify the different retail cut of meat of such animals as beef, pork and chicken.
11.03 Explain the differences of meat varieties including processed, frozen and canned products.
11.04 Understand the grading and inspection principles of meats.
11.05 Recommend cooking methods for different cuts of meats.
11.06 Discuss supplier-buyer agreements, shipping options and acceptable pricing arrangements.
11.07 Discuss the affects of freezing and thawing on meats.
11.08 Discuss the pros and cons of boxed versus carcass beef, chill-pack versus ice pack chicken, and direct store delivery versus company owned and operated vehicles for these products.
11.09 Discuss sanitation, temperature and safety requirements of the meat department.
11.10 Discuss procedures for controlling department profit by prolonging shelf life, the proper handling of trimmings for ground beef, packaging, weighing and proper pricing of meats.

12.0 DEMONSTRATE KNOWLEDGE OF GROCERY MANAGEMENT-- The student will be able to:

12.01 Identify the product categories that make up the grocery department.
12.02 Discuss the current and future trends that affect groceries.
12.03 Identify methods to maximize profits.
12.04 Analyze the basic elements of profit and loss statements, pricing methods, energy control, and sanitation and security as related to grocery management.
12.05 List the different types of displays and display equipment used in the grocery department.
12.06 Develop pricing strategies using such methods as loss leaders and multiple pricing.
12.07 Explain why soft drinks and mixes continue to be the top sellers within the grocery department.

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12.08 Discuss the trends within this department of such items as non-foods, general merchandise and health and beauty aids.

12.09 Discuss what's new in the dairy products department.

12.10 Discuss the changes and challenges in the increasingly popular frozen foods category as well as understand the special requirements of frozen foods, including handling and storage, freezer maintenance, frozen food temperatures, and display.

13.0 DEMONSTRATE KNOWLEDGE OF GENERAL FOOD RETAIL MERCHANDISING--The student will be able to:

13.01 List the major group of items that are presently included in the GM/HABA classification.

13.02 Discuss procedures for handling general merchandise.

13.03 Discuss which type of clientele find it convenient to purchase GM/HABA during routine trips to their grocery store.

13.04 Identify the suppliers and sales representatives with whom GM buyers work.

13.05 Discuss department location, space allocation, and the variety of display fixtures to merchandise GM/HABA products.

13.06 Explain the importance of determining profitable buying cycles of GM.

13.07 Discuss inventory levels, freight charges, dating of invoices, discount deals and such pricing methods as cost plus and retail-less of GM and HABA products.

14.0 DEMONSTRATE KNOWLEDGE OF FOOD STORE SANITATION MANAGEMENT--The student will be able to:

14.01 Explain the needs of a strong sanitation program.

14.02 Identify the 4 major food poisoning organisms that contribute to food spoilage.

14.03 Explain how control of bacteria may be accomplished and understand hygienic principles which begins with employees, supervisors and managers.

14.04 Discuss the equipment and chemicals necessary for cleaning and sanitizing effectively.

14.05 Explain controls of insects and rodents.

14.06 Understand and discuss the 1982 Retail Food Store Sanitation Codes.

14.07 Explain how food is protected in consumer self-service bulk food bins.

14.08 Develop a departmental sanitation program that stresses the continual need for careful appraisal, frequent review, and constant supervision of every department's sanitation and cleaning program.

15.0 DEMONSTRATE KNOWLEDGE OF FOOD STORE SECURITY--The student will be able to:

15.01 Explain how curbing internal theft and safeguarding merchandise deliveries may be accomplished.

15.02 Discuss how to recognize a potentially dishonest employee through screening applicants.

15.03 Explain warning signs of employee dishonesty.
15.04 Explain how to use undercover buyers to thwart theft of merchandise.
15.05 Discuss cashier and customer crimes at check-out and explain how to curb loss at the front-end.
15.06 Explain procedures to minimize loss by identifying bad checks as well as recovery of check losses.
15.07 Identify counterfeit currency.
15.08 Discuss effective ways to detect and deter shoplifters through security minded store design and layout.
15.09 Explain the use of security equipment including closed-circuit television cameras, convex mirrors, and electronic article surveillance systems.
15.10 Explain procedures of dealing with shoplifting suspects from observing the crime through apprehending and questioning to courtroom procedures.
15.11 Discuss security procedures for trips to and from the bank in addition to opening and closing the store.
15.12 Explain guidelines on how to act and what to do during and after a robbery and after a burglary.

16.0 DEMONSTRATE KNOWLEDGE OF BAKERY SERVICE AND MANAGEMENT--The student will be able to:

16.01 Explain the importance of freshly baked products and the enormous potential for profits of the service bakery department.
16.02 Identify the many products that are prepared in the bakery department.
16.03 Discuss the types of equipment necessary and the need to use standardized recipes.
16.04 Explain the different methods of baking used to prepare the array of items available in the service bakery department.
16.05 Explain the 3 most widely used methods of preparation - on-premise baking (scratch/mix), bake-off, and commercially-prepared products.
16.06 Discuss the advantages and disadvantages of new methods and technology such as thaw and sell.
16.07 Explain procedures of such special handling needs as for baked items including processing procedures, how to store ingredients, and the highly perishable freshly-baked product.
16.08 Discuss the critical areas of merchandising and displaying baked items.
16.09 Discuss such promotional techniques as sampling, demonstrations and point of sale to effectively sell service bakery items.

17.0 DEMONSTRATE KNOWLEDGE OF DELI SERVICE AND MANAGEMENT--The student will be able to:

17.01 Describe the increasing importance of the deli as a customer attraction.
17.02 Discuss the deli's contribution to store profits.
17.03 List the variety of products that a full deli service can offer.

17.04 Discuss the potentially successful area of party trays as a deli offering.
17.05 Discuss additional services which can be provided by the deli department such as gift assortments, catering, and even in-store eating establishment.
17.06 Describe and list the different equipment needs of the deli department.
17.07 Discuss successful merchandising methods and display techniques specific to the service deli.
17.08 Identify advertising techniques and public relations tips, with suggestion for major holiday/seasonal promotions of deli items.

18.0 DEMONSTRATE KNOWLEDGE OF AND PERFORM ACCOUNTING PROCEDURES--The student will be able to:

18.01 Discuss the relationship between assets, liabilities, and owner's equity and explain how this relationship communicates valuable financial information.
18.02 Understand and interpret the income statement and the balance sheet.
18.03 Examine the sequence of steps repeated each accounting period to record, organize, and report accounting information.
18.04 Describe the various types of banking activities.
18.05 Discuss information processing as it relates to the account system.
18.06 Discuss accounting subsystems designed especially to process and control cash transactions.
18.07 Understand the end of the accounting cycle through adjustments and closing entries and know how to prepare accounts for the next accounting period.

19.0 DEMONSTRATE KNOWLEDGE OF AND PERFORM FINANCIAL ANALYSES--The student will be able to:

19.01 Explain what is meant by a financial analysis information system.
19.02 Describe the fundamental tools of financial analyses.
19.03 Discuss the needs for understanding data, forecast future trends, and making informed decisions which is the ultimate goal of financial analyses.
19.04 Discuss such financial analyses goals as (a) providing for the current and long-term growth needs of the company, and (b) controlling the daily inflow and outgo of cash.
19.05 Discuss the development of long-term investment decisions using such tools as the mathematics of compound interest, capital budgeting, and the cost of capital.
19.06 Understand through analyses, the net present value, internal rate of return and the profitability index of the food retail outlet.

20.0 DEMONSTRATE KNOWLEDGE OF ENERGY MANAGEMENT--The student will be able to:

20.01 Discuss energy concerns and problems.
20.02 Identify the impact of energy on the food retail industry.

20.03 Identify energy management techniques.
20.04 Discuss energy management planning.
20.05 Identify techniques for organizing energy programs.
20.06 Identify energy assessment practices.
20.07 Discuss property energy systems.
20.08 Identify energy survey and audit practices.
20.09 Identify utilities management principles.
20.10 Discuss energy consumption and conservation.

21.0 DEMONSTRATE KNOWLEDGE OF, IDENTIFY, AND APPLY MARKETING MANAGEMENT AND SALES PROMOTION CONCEPTS--The student will be able to:

21.01 Identify needs of a pre-sales program.
21.02 Identify sales planning procedures.
21.03 Analyze a sales promotion budget.
21.04 Identify personal selling concepts.
21.05 Identify advertising methods.
21.06 Discuss the importance of publicity and public relations.
21.07 Discuss the importance of internal selling.
21.08 Identify external sales techniques.
21.09 Discuss special promotions.
21.10 Develop sales programs.
21.11 Identify methods for evaluating sales programs.

22.0 DEMONSTRATE KNOWLEDGE OF PROPERTY MANAGEMENT--The student will be able to:

22.01 Discuss trends and functions of maintenance and engineering.
22.02 Discuss the use of blueprints and design.
22.03 Discuss basic electric principles.
22.04 Discuss electric codes.
22.05 Discuss appliance, heat and lighting principles.
22.06 Discuss types of motors.
22.07 Discuss water distribution principles.
22.08 Discuss fixture and drainage systems.
22.09 Discuss heating systems.
22.10 Discuss refrigeration systems.
22.11 Discuss freezer systems.
22.12 Discuss ventilation systems.
22.13 Discuss air conditioning systems.
22.14 Discuss sound control.
22.15 Discuss pollution control.
22.16 Discuss maintenance and engineering safety.

23.0 DEMONSTRATE KNOWLEDGE OF LAWS AFFECTING THE FOOD RETAIL INDUSTRY--The student will be able to:

23.01 Discuss the legal rights of customers.
23.02 Discuss the legal rights and responsibilities of food retailers.
23.03 Discuss liabilities of food retailers.
23.04 Cite the Florida Statutes that control food retailers.
23.05 Understand the rules as developed by the Department of Business Regulations that control food retailers.

23.06 Discuss the laws affecting hiring practices.
23.07 Discuss labor relations laws and rules.
23.08 Discuss public health, sanitation and safety laws and rules.
23.09 Discuss warranties and product liabilities.
23.10 Discuss antitrust laws.
23.11 Discuss the laws and rules relative to cooperative purchasing.
23.12 Discuss personal property and bailments and how they relate to retail food stores or wholesale operations.

24.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

24.01 Define Entrepreneurship.
24.02 Describe the importance of entrepreneurship to the American economy.
24.03 List the advantages and disadvantages of business ownership.
24.04 Identify the risks involved in ownership of a business.
24.05 Identify the necessary personal characteristics of a successful entrepreneur.
24.06 Identify the business skills needed to operate a small business such as a food retail outlet efficiently and effectively.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Restaurant Management
Occupational Area:	Marketing
	PSV
CIP Number	0206.070400
Grade Level	College Credits
Length	AS Degree - 64 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as restaurant, cafe, bar managers, managers-liquor establishment, managers-restaurant and coffee shop, managers-catering, or managers-fast food service or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, the management of selling, preparing, storing, promoting, displaying, serving food, and providing customer services.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Appropriate equipment and supplies should be utilized to provide the application of management theory to establishment operations.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 64 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate the human relations skills necessary for success in marketing occupations.

02.0 Demonstrate the ability to communicate skillfully.

03.0 Utilize effective selling techniques and procedures.

04.0 Apply sales promotion techniques and procedures to the marketing of food services.

05.0 Demonstrate knowledge of merchandising activities.

06.0 Perform merchandising math operations unique to food service marketing.

07.0 Demonstrate a knowledge of basic economic principles.

08.0 Understand the importance of marketing operations.

09.0 Demonstrate knowledge and application of product and service technology.

10.0 Demonstrate employability skills.

11.0 Understand the role of the manager and the entrepreneur.

12.0 Demonstrate exceptional health and safety practices.

13.0 Develop a business plan.

14.0 Obtain technical assistance.

15.0 Plan the marketing strategy.

16.0 Locate the business.

17.0 Finance the business.

18.0 Deal with legal issues.

19.0 Comply with governmental regulations.

20.0 Manage the business.

21.0 Manage human resources.

22.0 Promote the business.

23.0 Manage sales.

24.0 Keep business records.

25.0 Manage finances.

26.0 Manage customer credit and collections.

27.0 Protect the business.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Restaurant Management
Secondary Number:
Postsecondary Number: 0206.070400

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

01.01 Exhibit acceptable grooming habits.
01.02 Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03 Exhibit the ability to get along with others.
01.04 Build a framework of steps necessary to successfully plan one's professional future.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

02.01 Apply verbal skills.
02.02 Apply writing skills.
02.03 Explain the importance of good listening skills.
02.04 Demonstrate the components of the communication process.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

03.01 Outline the advantages of personal selling.
03.02 Utilize the tools and techniques of internal selling.
03.03 Apply effective food and beverage merchandising techniques.

04.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FOOD SERVICES--The student will be able to:

04.01 Explain the benefits of publicity and public relations.
04.02 Use the telephone as effective sales promotion instrument.
04.03 Implement the services of advertising agencies.
04.04 Utilize various advertising media effectively.

05.0 DEMONSTRATE KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

05.01 Utilize effective menu design.
05.02 Apply basic techniques of merchandising food and beverage.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO FOOD SERVICE MARKETING--The student will be able to:

06.01 Identify the break-even point for merchandising.
06.02 Apply the needed sales increase formula to justify a merchandising technique.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES--The student will be able to:

07.01 Identify basic economic concepts.
07.02 Apply basic economic principles.

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS--The student will be able to:

08.01 Identify basic marketing concepts.
08.02 Discuss overall competitive strategy.
08.03 Relate marketing to the restaurant industry.

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

09.01 Trace growth and development of food and beverage industry.
09.02 Discuss history and composition of foods and beverages.
09.03 Discuss trends in food and beverage industry.
09.04 Discuss food service and beverage supplies and equipment.

10.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

10.01 Conduct a job search.
10.02 Secure information about a job.
10.03 Identify documents that may be required when applying for a job.
10.04 Complete a job application form correctly.
10.05 Demonstrate competence in job interview techniques.
10.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
10.07 Identify acceptable work habits.
10.08 Demonstrate knowledge of how to make job changes appropriately.
10.09 Demonstrate acceptable employee health habits.
10.05 Exhibit appropriate work habits and attitudes.
10.06 Maintain appropriate dress and grooming on job.

11.0 UNDERSTAND THE ROLE OF THE MANAGER AND THE ENTREPRENEUR--The student will be able to:

11.01 Consider the personal qualifications and abilities needed to manage your own business.
11.02 Evaluate your own potential for decision making, problem solving, and creativity.
11.03 Determine your potential for management, planning, operations, personnel, and public relations.

12.0 DEMONSTRATE EXCEPTIONAL HEALTH AND SAFETY PROCEDURES--The student will be able to:

12.01 Identify general safety practices.
12.02 Identify general sanitation and hygienic principles.
12.03 Recognize emergency situations.

13.0 DEVELOP A BUSINESS PLAN--The student will be able to:

13.01 Recognize how a business plan contributes to the restaurant industry.
13.02 Review the questions that should be answered in a business plan.

14.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

14.01 Identify sources of technical assistance available.
14.02 Analyze sources of technical assistance in terms of reliability and dependability.

15.0 PLAN THE MARKETING STRATEGY--The student will be able to:

15.01 Explain the "market-oriented" approach to planning.
15.02 Justify the use of market information and market research in planning.
15.03 Develop a procedure for identifying target markets and developing marketing mix.
15.04 List the controllable factors in each element of the marketing mix.
15.05 Create a plan for capturing more of the restaurant market.
15.06 Budget funds for marketing and discuss the timetable for profits.

16.0 LOCATE THE BUSINESS--The student will be able to:

16.01 Identify site selection factors.
16.02 Identify resources available to help a restaurant make sites elections.
16.03 Apply effective steps of a feasibility study.

17.0 FINANCE THE BUSINESS--The student will be able to:

17.01 Explain how to determine the different types of costs that must be considered when starting a restaurant.
17.02 Compare the advantages and disadvantages of the various sources of financing for a restaurant.
17.03 Describe the sources of loans that may be available for financing a restaurant.
17.04 Describe the information that must be provided in a loan application package.
17.05 Explain the criteria used by lending institutions to evaluate loan applicants.

18.0 DEAL WITH LEGAL ISSUES--The student will be able to:

18.01 Discuss legal rights of customers.
18.02 Discuss applicable wage and hour laws.
18.03 Discuss laws affecting hiring practices.
18.04 Discuss public health and safety laws.
18.05 Discuss license and beverage regulations.
18.06 Discuss warranties and product liabilities.

18.07 Discuss tax laws.
18.08 Discuss banquet contracts.

19.0 COMPLY WITH GOVERNMENTAL REGULATIONS--The student will be able to:

19.01 Identify areas of government regulation that should be considered by a restaurant.
19.02 Compile a list of appropriate governmental agencies concerned with regulations, licenses, and permits.

20.0 MANAGE THE BUSINESS--The student will be able to:

20.01 Use the decision-making process to make business decisions.
20.02 Identify steps in the planning process.
20.03 Identify organizational tools for a restaurant.
20.04 Identify control procedures that can be used by a restaurant.
20.05 Identify time management techniques.

21.0 MANAGE HUMAN RESOURCES--The student will be able to:

21.01 Identify the steps involved in hiring employees.
21.02 Describe the procedures for developing a training program.
21.03 Explain various styles of management.
21.04 Describe various techniques that may be used to supervise and motivate employees.
21.05 Describe various methods for communicating with employees.
21.06 Discuss various alternatives for evaluating employee performance.
21.07 Identify the steps in developing a comprehensive employee compensation package.

22.0 PROMOTE THE BUSINESS--The student will be able to:

22.01 Develop promotional skills.
22.02 Describe advertising and sales promotion techniques.
22.03 Identify cost factors in the selection of alternative promotional methods.
22.04 Identify sources of promotional assistance and information.
22.05 Identify the objectives of a public relations program.

23.0 MANAGE SALES--The student will be able to:

23.01 List sources of product/service information.
23.02 Describe customer buying motives.
23.03 List and discuss the basic types of customers to which your restaurant will appeal.
23.04 Demonstrate the process of selling.
23.05 Discuss sources for finding new customers.
23.06 Debate outside versus inside selling.

24.0 KEEP BUSINESS RECORDS--The student will be able to:

24.01 Identify the sources of assistance in recordkeeping.

24.02 Identify the types of data that can be provided by recordkeeping.
24.03 Describe the uses and types of journals and ledgers.
24.04 Describe various types of business records.
24.05 Assess the application of computerization to recordkeeping.

25.0 MANAGE FINANCES--The student will be able to:

25.01 Identify various components of balance sheet reports.
25.02 Identify terms/concepts commonly used on restaurant balance sheets.
25.03 Identify various components of profit and loss statements.
25.04 Analyze uses of various depreciation schedules.
25.05 Describe how to prepare a cash forecast.

26.0 MANAGE CUSTOMER CREDIT AND COLLECTIONS--The student will be able to:

26.01 Identify techniques of setting credit limits for credit customers.
26.02 Apply sound principles of checking customer credit cards.
26.03 Identify and discuss effective internal credit collection procedures.
26.04 Identify and discuss effective external credit collection procedures.
26.05 Identify and discuss common attitudinal problems managers have about credit collections.

27.0 PROTECT THE BUSINESS--The student will be able to:

27.01 Identify various protective measures that can be used to minimize employee and customer fraud.
27.02 Identify procedures that can be used to reduce the amount of losses from theft.
27.03 Identify procedures that can be used to reduce the amount of bad check losses.
27.04 Identify how to secure business premises against burglary and robbery.
27.05 Identify proper procedures for guarding cash.
27.06 Identify the different types of business insurance policies available to restaurateurs.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Teller Operations
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8815200**	**M804990**
CIP Number	0207.020500	0207.020500
Grade Level	9-12, 30, 31	30, 31
Length	1 credit	150 hours
Certification	BUS ED 1 @2 @4 MKTG 1 @2 DIST ED @7 TEACH CDE @7 BANK FINC @7 G	BUS ED 1 @2 @4 MKTG 1 @2 DIST ED @7 TEACH CDE @7 BANK FINC @7 G

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as tellers (53102374) in a financial institution or to provide supplemental training for persons previously or currently employed in this occupation or a related occupation in the financial industry.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. Equipment currently used by industry and recommended by Advisory Committees should be utilized for training.

III. **SPECIAL NOTE:** DECA, an association of Marketing Students (secondary), and Delta Epsilon Chi, an association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

If this program is offered for 450 hours or more, in accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 8.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

For job placement, a student must meet bonding requirements of financial institutions.

The typical length of this program for the average achieving student is 150 hours.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate knowledge of the history and growth of financial institutions.
02.0 Demonstrate skills in handling cash and balancing a cash drawer.
03.0 Explain the types of acceptable customer identification and the importance of proper identification.
04.0 Demonstrate skills for performing basic teller functions.
05.0 Demonstrate an introductory knowledge of special teller duties.
06.0 Demonstrate a knowledge of other bank services.
07.0 Demonstrate techniques for effective customer relations and for cross selling bank services.
08.0 Demonstrate security precautions and procedures.
09.0 Demonstrate employability skills.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title:	Teller Operations
Secondary Number:	8815200
Postsecondary Number:	M804990

01.0 DEMONSTRATE KNOWLEDGE OF THE HISTORY AND GROWTH OF FINANCIAL INSTITUTIONS--The student will be able to:

01.01 Explain the development of commercial banks, savings and loan associations and credit unions; their similarities and differences.
01.02 Explain the primary functions of financial institutions.
01.03 Identify major legislative acts and regulations affecting the growth and development of financial institutions.
01.04 Explain the role of the Federal Reserve System and other regulatory agencies i.e., Comptroller of Currency, FDIC, FSLIC, State Banking Department.
01.05 Explain the role and duties of the teller.

02.0 DEMONSTRATE SKILLS IN HANDLING CASH AND BALANCING A CASH DRAWER--The student will be able to:

02.01 Identify the major parts of Federal Reserve Notes (currency).
02.02 Explain techniques for identifying counterfeit currency.
02.03 Demonstrate proficiency in counting, clipping and strapping currency and coin.
02.04 Explain basic rules for handling cash and setting up a cash drawer.
02.05 Explain procedures for balancing a cash drawer and finding and correcting an out-of-balance condition.
02.06 Demonstrate procedures for buying and selling money to the vault.
02.07 Identify debit and credit items and explain their effect on General Ledger accounts.

03.0 EXPLAIN THE TYPES OF ACCEPTABLE CUSTOMER IDENTIFICATION AND THE IMPORTANCE OF PROPER IDENTIFICATION--The student will be able to:

03.01 Identify acceptable and unacceptable identification.
03.02 Explain the purpose of obtaining identification and its importance to the financial institution.

04.0 DEMONSTRATE SKILLS FOR PERFORMING BASIC TELLER FUNCTIONS--The student will be able to:

04.01 Demonstrate skills for cashing checks, receiving cash and check deposits, handling a split deposit, handling a savings withdrawal.
04.02 Demonstrate a knowledge of banking terminology.
04.03 Demonstrate proficiency on the adding machine.

04.04 Identify the parts of a check; explain negotiability and cashability of a check.
04.05 Identify other negotiable instruments.
04.06 Explain the purpose of MICR encoding and the ABA number.
04.07 Explain the types of endorsements and the importance of Holder in Due Course.

05.0 DEMONSTRATE AN INTRODUCTORY KNOWLEDGE OF SPECIAL TELLER DUTIES--The student will be able to:

05.01 Explain procedures of issuing and cashing savings bonds, traveler's checks, cashier's checks, money orders and giving cash advance on bank cards.
05.02 Explain procedures for handling loan payments.

06.0 DEMONSTRATE A KNOWLEDGE OF OTHER BANK SERVICES--The student will be able to:

06.01 Describe the various types of loans, repayment methods, and basic credit requirements.
06.02 Explain the various types of savings plans, compound interest, and annual percentage rate.
06.03 Explain the Safe Deposit Box service and the bank's responsibility regarding this service.
06.04 Reconcile a customer's bank statement.

07.0 DEMONSTRATE TECHNIQUES FOR EFFECTIVE CUSTOMER RELATIONS AND FOR CROSS SELLING BANK SERVICES--The student will be able to:

07.01 Demonstrate effective telephone usage and courtesy.
07.02 Demonstrate good customer communications through role playing.
07.03 Explain the importance of cross-selling and demonstrate how to sell other bank services.

08.0 DEMONSTRATE SECURITY PRECAUTIONS AND PROCEDURES--The student will be able to:

08.01 Demonstrate procedures to help prevent bank fraud.
08.02 Demonstrate procedures to use during and after a robbery.
08.03 Demonstrate other teller precautions to help prevent loss to the institution.

09.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

09.01 Conduct a job search.
09.02 Secure information about a job.
09.03 Identify documents that may be required when applying for a job.
09.04 Complete a job application form correctly.
09.05 Demonstrate competence in job interview techniques.
09.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
09.07 Identify acceptable work habits.
09.08 Demonstrate knowledge of how to make job changes appropriately.

09.09 Demonstrate acceptable employee health habits.

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Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Travel Agency Operations
Occupational Area: Marketing

	Secondary	PSAV
Program Numbers	**8845200**	**M811050**
CIP Number	0208.110500	0208.110500
Grade Level	9-12, 30, 31	30, 31
Length	3 credits	450 hours
Certification	TEACH CDE @7 DIST ED @7 MKTG 1 @2 TRANSPORT @7 G HOTEL TRNG @7 G	TRANSPORT @7 G TEACH CDE @7 DIST ED @7 MKTG 1 @2 HOTEL TRNG @7 G

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as travel agents (252.157-010), travel agents (43021282), reservation and transportation agents (53805330) or to provide supplemental training for those persons previously or currently employed in this occupation.

The content should include, but not be limited to, selling, transporting, storing, advertising, displaying and planning travel services.

Listed below are the courses that comprise this program when offered at the secondary level:

8845210 - Travel Agency Operations 1
8845220 - Travel Agency Operations 2
8845230 - Travel Agency Operations 3

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Specialized equipment should be available for training in a travel agency laboratory setting, to include computer training and calculator training.

III. **SPECIAL NOTE**: DECA, an Association of Marketing Students (secondary), and Delta Epsilon Chi, an Association of Marketing Students (postsecondary), are the appropriate vocational student organizations for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan signed by the student, teacher and employer, including instructional objectives and a list of on-the-job and in-school learning experiences, and a work station which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal. The student must be paid for work performed.

In accordance with Rule 6A-10.040, FAC, the minimum basic skills grade level required for this postsecondary adult vocational program is: Mathematics 9.0, Language 9.0, Reading 9.0. This grade level number corresponds to a grade equivalent score obtained on a state designated basic skills examination.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

The typical length of this program for the average achieving student is 450 hours.

IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate product and service technology as it relates to travel.
02.0 Perform merchandising math operations unique to travel services marketing.
03.0 Demonstrate communications skills.
04.0 Demonstrate the human relations skills necessary for success in marketing occupations.
05.0 Apply sales promotion techniques and procedures to the marketing of travel services.
06.0 Utilize effective selling techniques and procedures.
07.0 Demonstrate employability skills.
08.0 Plan a career or career ladder in the travel industry.
09.0 Identify the basic role of the manager.
10.0 Demonstrate an understanding of entrepreneurship.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Travel Agency Operations
Secondary Number: 8845200
Postsecondary Number: M811050

01.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY AS IT RELATES TO TRAVEL--The student will be able to:

- 01.01 Provide information to clients on travel to major cities and destinations in the continental United States. This would include, but not be limited to, climate, accommodations, transportation, and attractions.
- 01.02 Provide information to clients on travel to Alaska and Hawaii. Examples: same as 01.01.
- 01.03 Provide information to clients on travel to Mexico, Canada, and the Caribbean. Examples: same as 01.01.
- 01.04 Provide information to clients on travel to Central and South America, Europe, Africa, Middle East, Asia, and South Pacific. Examples: same as 01.01.
- 01.05 Plan and prepare travel itineraries to include the various modes of transportation such as airlines, steamships, cars, rail, and motorcoach; and documentation necessary, types of accommodations, pricing and ticketing necessary, and appropriate reference books.

02.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO TRAVEL SERVICES MARKETING--The student will be able to:

- 02.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
- 02.02 Calculate commissions.
- 02.03 Calculate actual flying time and time zone difference.
- 02.04 Calculate currency exchange rates.
- 02.05 Calculate combinations of fares.
- 02.06 Calculate mileage and fare construction unit problems.
- 02.07 Collect payments and disburse monies for all travel services.
- 02.08 Perform refunds and exchange transactions for travel-related services such as airline tickets, cruise and tour payments.

03.0 DEMONSTRATE COMMUNICATIONS SKILLS--The student will be able to:

- 03.01 Demonstrate proper business telephone techniques.
- 03.02 Take and relay accurate messages.
- 03.03 Handle complaints about travel problems.
- 03.04 Write business letters regarding payments, complaints, orders for supplies, and other business-related concerns.
- 03.05 Exhibit good listening skills.
- 03.06 Interpret non-verbal communications such as facial expressions and body language.

03.07 Obtain the required information about travel and needs of clients.

04.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

04.01 Demonstrate courtesy and tact with clients, co-workers, and suppliers.
04.02 Maintain confidentiality of business matters.
04.03 Demonstrate pride in and loyalty to the company.
04.04 Compile a list of personal limitations which can be overcome.
04.05 Follow company policy and procedures regarding such business matters as complaints and payments.

05.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF TRAVEL SERVICES--The student will be able to:

05.01 File brochures and documents relative to travel products and services.
05.02 Locate and assess current sales promotions and advertising relating to travel.
05.03 Create a travel display using design principles such as color, form, balance, and symmetry.
05.04 Plan and prepare advertising and presentation related to travel.

06.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.01 Match the client's needs, desires, and budget with the appropriate travel product.
06.02 Make travel reservations for airlines, hotels, car rentals, tours, cruises, rails, and all other.
06.03 Document details and special requests, special needs, confirmations, and other business related transactions.
06.04 Explain the policies and conditions of specific travel products such as deposits, cancellation penalties, refunds for unused services.
06.05 Complete all ticketing forms and other documents necessary.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Demonstrate good personal hygiene and grooming habits.
07.02 Demonstrate job search skills.
07.03 Complete a job application form.
07.04 Prepare a personal resume using an appropriate format.
07.05 Demonstrate job interview techniques.
07.06 Prepare a post-interview letter.
07.07 Prepare a letter of resignation.

08.0 PLAN A CAREER OR CAREER LADDER IN THE TRAVEL INDUSTRY--The student will be able to:

08.01 Describe travel-related job occupations.

08.02 Describe your own goals in a travel career.
08.03 Identify steps and time frames for obtaining goals.

09.0 UNDERSTAND THE BASIC ROLE OF THE MANAGER--The student will be able to:

09.01 State the job responsibilities of a manager of a travel agency.
09.02 Explain the basic procedures of opening a travel agency.

10.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

10.01 Define "entrepreneurship."
10.02 Describe the importance of entrepreneurship to the American economy.
10.03 List the advantages and disadvantages of business ownership.
10.04 Identify the risks involved in ownership of a business.
10.05 Identify the necessary personal characteristics of a successful entrepreneur.
10.06 Identify the business skills needed to operate a small business efficiently and effectively.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845210
Course Title: Travel Agency Operations 1
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to introduce the student to the basics of travel agency operation and to the requisite employability skills needed for success in the operation of a travel agency.

03.0 DEMONSTRATE COMMUNICATIONS SKILLS--The student will be able to:

03.01 Demonstrate proper business telephone techniques.
03.02 Take and relay accurate messages.
03.03 Handle complaints about travel problems.
03.04 Write business letters regarding payments, complaints, orders for supplies, and other business-related concerns.
03.05 Exhibit good listening skills.
03.06 Interpret non-verbal communications such as facial expressions and body language.
03.07 Obtain the required information about travel and needs of clients.

04.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

04.01 Demonstrate courtesy and tact with clients, co-workers, and suppliers.
04.02 Maintain confidentiality of business matters.
04.03 Demonstrate pride in and loyalty to the company.
04.04 Compile a list of personal limitations which can be overcome.
04.05 Follow company policy and procedures regarding such business matters as complaints and payments.

07.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

07.01 Demonstrate good personal hygiene and grooming habits.
07.02 Demonstrate job search skills.
07.03 Complete a job application form.
07.04 Prepare a personal resume using an appropriate format.
07.05 Demonstrate job interview techniques.
07.06 Prepare a post-interview letter.
07.07 Prepare a letter of resignation.

08.0 PLAN A CAREER OR CAREER LADDER IN THE TRAVEL INDUSTRY--The student will be able to:

08.01 Describe travel-related job occupations.
08.02 Describe your own goals in a travel career.

08.03 Identify steps and time frames for obtaining goals.

10.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

10.01 Define entrepreneurship.
10.02 Describe the importance of entrepreneurship to the American economy.
10.03 List the advantages and disadvantages of business ownership.
10.04 Identify the risks involved in ownership of a business.
10.05 Identify the necessary personal characteristics of a successful entrepreneur.
10.06 Identify the business skills needed to operate a small business efficiently and effectively.

Program: 8845200 Travel Agency Operations

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845220
Course Title: Travel Agency Operations 2
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop math, sales promotion, and effective selling competencies needed for successful travel agency operation.

02.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO TRAVEL SERVICES MARKETING--The student will be able to:

02.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
02.02 Calculate commissions.
02.03 Calculate actual flying time and time zone difference.
02.04 Calculate currency exchange rates.
02.05 Calculate combinations of fares.
02.06 Calculate mileage and fare construction unit problems.
02.07 Collect payments and disburse monies for all travel services.
02.08 Perform refunds and exchange transactions for travel-related services such as airline tickets, cruise and tour payments.

05.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF TRAVEL SERVICES--The student will be able to:

05.01 File brochures and documents relative to travel products and services.
05.02 Locate and assess current sales promotions and advertising relating to travel.
05.03 Create a travel display using design principles such as color, form, balance, and symmetry.
05.04 Plan and prepare advertising and presentation related to travel.

06.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.01 Match the client's needs, desires, and budget with the appropriate travel product.
06.02 Make travel reservations for airlines, hotels, car rentals, tours, cruises, rails, and all other.
06.03 Document details and special requests, special needs, confirmations, and other business related transactions.
06.04 Explain the policies and conditions of specific travel products such as deposits, cancellation penalties, refunds for unused services.
06.05 Complete all ticketing forms and other documents necessary.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845230
Course Title: Travel Agency Operations 3
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop product and service technology competencies as they relate to travel agency operation and to understand the basic role of the manager of a travel agency.

01.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY AS IT RELATES TO TRAVEL--The student will be able to:

01.01 Provide information to clients on travel to major cities and destinations in the continental United States. This would include, but not be limited to, climate, accommodations, transportation, and attractions.
01.02 Provide information to clients on travel to Alaska and Hawaii. Examples: same as 01.01.
01.03 Provide information to clients on travel to Mexico, Canada, and the Caribbean. Examples: same as 01.01.
01.04 Provide information to clients on travel to Central and South America, Europe, Africa, Middle East, Asia, and South Pacific. Examples: same as 01.01.
01.05 Plan and prepare travel itineraries to include the various modes of transportation such as airlines, steamships, cars, rail, and motorcoach; and documentation necessary, types of accommodations, pricing and ticketing necessary, and appropriate reference books.

09.0 UNDERSTAND THE BASIC ROLE OF THE MANAGER--The student will be able to:

09.01 State the job responsibilities of a manager of a travel agency.
09.02 Explain the basic procedures of opening a travel agency.

July 1997

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title:	Travel Industry Management
Occupational Area:	Marketing
	PSV
CIP Number	0206.070500
Grade Level	College Credits
Length	AS Degree - 64 credit hours
Certification	

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as manager, travel agency (187.167-158) or to provide supplemental training for persons previously or currently employed in these occupations.

The content should include, but not be limited to, selling, transporting, storing, advertising, displaying, and planning, and managing travel services.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. Specialized equipment should be available for training in a travel agency laboratory setting, to include computer training and calculator training.

III. **SPECIAL NOTE**: Delta Epsilon Chi, an Association of Marketing Students, is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills. Vocational Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.064, FAC.

The cooperative method of instruction is appropriate for this program. Whenever the cooperative method is offered, the following is required for each student: a training agreement, a training plan, signed by the student, teacher and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a work station which reflects equipment, skills and tasks relevant to the occupation the student has chosen as a career goal. The student must be paid for work performed.

The standard credit hour length for this program is 64 according to SBR 6A-14.030.

IV. **INTENDED OUTCOMES**: After successfully completing this program, the student will be able to:

01.0 Demonstrate product and service technology as it relates to travel.

02.0 Perform merchandising math operations unique to travel services marketing.
03.0 Demonstrate communications skills needed to successfully manage a business.
04.0 Demonstrate the human relations skills needed to successfully manage a business.
05.0 Apply sales promotion techniques and procedures to the marketing of travel services.
06.0 Utilize effective selling techniques and procedures.
07.0 Determine your own potential to own/manage a business.
08.0 Develop a business plan.
09.0 Obtain technical assistance.
10.0 Plan a marketing strategy.
11.0 Comply with government regulations.
12.0 Manage the business.
13.0 Manage human resources.
14.0 Promote the business.
15.0 Manage sales efforts.
16.0 Select and maintain business records.
17.0 Manage the finances.
18.0 Protect the business.

July 1997

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Travel Industry Management
Secondary Number:
Postsecondary Number: 0206.070500

01.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY AS IT RELATES TO TRAVEL--The student will be able to:

01.01 Provide information to clients on travel to major cities and destinations in the continental United States. This would include, but not be limited to, climate, accommodations, transportation, and attractions.
01.02 Provide information to clients on travel to Alaska and Hawaii. Examples: same as 01.01.
01.03 Provide information to clients on travel to Mexico, Canada, and the Caribbean. Examples: same as 01.01.
01.04 Provide information to clients on travel to Central and South America, Europe, Africa, Middle East, Asia, and South Pacific. Examples: same as 01.01.
01.05 Plan and prepare travel itineraries to include the various modes of transportation such as airlines, steamships, cars, rail, and motorcoach; and documentation necessary, types of accommodations, pricing and ticketing necessary, and appropriate reference books.

02.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO TRAVEL SERVICES MARKETING--The student will be able to:

02.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to airlines, hotels, car rentals, tours, and cruises.
02.02 Calculate commissions.
02.03 Calculate actual flying time and time zone difference.
02.04 Calculate currency exchange rates.
02.05 Calculate combinations of fares.
02.06 Calculate mileage and fare construction unit problems.
02.07 Collect payments and disburse monies for all travel services.
02.08 Perform refunds and exchange transactions for travel-related services such as airline tickets, cruise and tour payments.

03.0 DEMONSTRATE COMMUNICATION SKILLS NEEDED TO SUCCESSFULLY MANAGE A BUSINESS--The student will be able to:

03.01 Demonstrate proper business telephone techniques.
03.02 Take and relay accurate messages.
03.03 Handle complaints about travel problems.
03.04 Write business letters regarding payments, complaints, orders for supplies, and other business-related concerns.
03.05 Exhibit good listening skills.

03.06 Interpret non-verbal communications such as facial expressions and body language.
03.07 Obtain the required information about travel and needs of clients.

04.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NEEDED TO SUCCESSFULLY MANAGE A BUSINESS--The student will be able to:

04.01 Demonstrate courtesy and tact with clients, co-workers, and suppliers.
04.02 Maintain confidentiality of business matters.
04.03 Demonstrate pride in and loyalty to the company.
04.04 Compile a list of personal limitations which can be overcome.
04.05 Follow company policy and procedures regarding such business matters as complaints and payments.
04.06 Resolve conflicts.

05.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF TRAVEL SERVICES PRODUCTS--The student will be able to:

05.01 File brochures and documents relative to travel products and services.
05.02 Locate and assess current sales promotions and advertising relating to travel.
05.03 Create a travel display using design principles such as color, form, balance, and symmetry.
05.04 Plan and prepare advertising and presentation related to travel.

06.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

06.01 Match the client's needs, desires, and budget with the appropriate travel product.
06.02 Make travel reservations for airlines, hotels, car rentals, tours, cruises, rails, and all other.
06.03 Document details and special requests, special needs, confirmations, and other business related transactions.
06.04 Explain the policies and conditions of specific travel products such as deposits, cancellation penalties, refunds for unused services.
06.05 Complete all ticketing forms and other documents necessary.

07.0 DETERMINE YOUR OWN POTENTIAL TO OWN/MANAGE A BUSINESS--The student will be able to:

07.01 List personal skills needed to manage a small business.
07.02 Evaluate own ability to make decisions.
07.03 Evaluate own ability to solve problems.
07.04 Evaluate own ability to be creative.
07.05 Evaluate own ability for providing management.
07.06 Evaluate own ability for planning.
07.07 Evaluate own ability for coordinating operations.
07.08 Evaluate own ability for supervising personnel.

- 07.09 Evaluate own ability to make financial decisions.
- 07.10 Evaluate own ability to collect on debts.
- 07.11 Evaluate own ability for conducting public relations.
- 07.12 Evaluate own ability to manage stress.
- 07.13 Evaluate own ability to manage the negative effects of business on self.
- 07.14 Evaluate own ability to manage the negative effects of business on family and/or personal support group.

08.0 DEVELOP A BUSINESS PLAN--The student will be able to:

- 08.01 List reasons for preparing a business plan.
- 08.02 State how a business should be organized.
- 08.03 Identify mechanics of a business plan.

09.0 OBTAIN TECHNICAL ASSISTANCE--The student will be able to:

- 09.01 Decide on need for technical assistance in: recruiting and hiring; marketing; government regulations; financial management; credit and collections; liability/risk; insurance; and use of computer.
- 09.02 Identify free public and private technical assistance.
- 09.03 Select paid professional consultants.
- 09.04 Use paid consultants effectively.

10.0 PLAN A MARKETING STRATEGY--The student will be able to:

- 10.01 Use paid and/or unpaid technical assistance in marketing.
- 10.02 Use "Good Analysis" as a marketing tool.
- 10.03 Use "Life Cycle Analysis" as a marketing tool.
- 10.04 Use decision-making tools to evaluate marketing.
- 10.05 Evaluate operations to improve marketing.
- 10.06 Develop a customer profile.
- 10.07 Develop a company image.
- 10.08 Determine a price policy, pricing procedures, and price line(s).
- 10.09 Develop a product policy.
- 10.10 Develop a customer service policy.
- 10.11 Develop a marketing plan.

11.0 COMPLY WITH GOVERNMENT REGULATIONS--The student will be able to:

- 11.01 Use technical assistance to identify and comply with pertinent regulations.
- 11.02 Acquire government rules and regulations.
- 11.03 Appraise effects of government regulations.
- 11.04 Develop policies and procedures to comply with rules and regulations.
- 11.05 Acquire necessary documents and/or permits.

12.0 MANAGE THE BUSINESS--The student will be able to:

- 12.01 Establish a company policy/mission statement.
- 12.02 Plan goals and objectives.

12.03 Diagram the organizational structure.
12.04 Establish control practices and procedures.
12.05 Demonstrate cost-effective ways of improving the quality of goods/services.
12.06 Demonstrate cost-effective ways of changing products/services.
12.07 Demonstrate cost-effective ways to update your business.

13.0 MANAGE HUMAN RESOURCES--The student will be able to:

13.01 Determine number and type(s) of employees.
13.02 Develop a comprehensive compensation policy.
13.03 Write job descriptions.
13.04 Implement recruitment program.
13.05 Conduct hiring procedures.
13.06 Develop a training program.
13.07 Develop personnel policies that comply with regulations.
13.08 Organize work schedule(s).
13.09 Prepare work orders.
13.10 Communicate effectively with employees.
13.11 Analyze the needs of employee(s).
13.12 Resolve problems effectively.
13.13 Evaluate employee performance.

14.0 PROMOTE THE BUSINESS--The student will be able to:

14.01 Develop long-term and short-term promotional plans.
14.02 Develop/adopt appropriate techniques for advertising and promotion.
14.03 Analyze competition's promotions.
14.04 Decide how much you will spend on promotion.
14.05 Decide when you will spend promotion funds.
14.06 Evaluate promotional effectiveness.
14.07 Plan community relations programs.

15.0 MANAGE SALES EFFORTS--The student will be able to:

15.01 Develop a sales plan appropriate for own market.
15.02 Develop sales forces training/motivation.
15.03 Demonstrate the five steps of good selling.

16.0 SELECT AND MAINTAIN BUSINESS RECORDS--The student will be able to:

16.01 Determine who will keep books.
16.02 Determine how books will be maintained.
16.03 Select and maintain appropriate types(s) of ledgers and journals.
16.04 Select and maintain records used for sales.
16.05 Select and maintain records used for cash receipts.
16.06 Select and maintain records used for cash disbursements.
16.07 Select and maintain records used for accounts payable.
16.08 Select and maintain records used for accounts receivable.
16.09 Select and maintain records used for payroll.
16.10 Select and maintain records used for petty cash.
16.11 Select and maintain records used for budgets.

16.12 Evaluate business records.
16.13 Use microcomputer for records.
16.14 Use a business checkbook.
16.15 Prepare a daily cash sheet.

17.0 MANAGE THE FINANCES--The student will be able to:

17.01 Select and acquire financial technical assistance.
17.02 Establish financial control procedures.
17.03 Identify cash flow patterns by month, quarter and year.
17.04 Analyze financial management problems.
17.05 Prepare periodic owner's equity statements.
17.06 Compute appropriate financial rations.
17.07 Analyze appropriate financial management reactions.
17.08 Conduct a break-even analysis and identify problems.
17.09 Identify microcomputer applications for financial management.
17.10 Calculate depreciation.

18.0 PROTECT THE BUSINESS--The student will be able to:

18.01 Select and acquire an insurance agent.
18.02 Select appropriate kinds, amount, and cost of insurance.
18.03 Develop policies to minimize employee theft.
18.04 Develop policies to minimize vendor theft.
18.05 Develop policies to minimize bad checks.
18.06 Develop policies to minimize shoplifting.
18.07 Develop policies to minimize robbery.
18.08 Develop policies to minimize injury.
18.09 Develop policies to minimize product liability.

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GREAT SEAL OF THE STATE OF FLORIDA

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